



CITY OF BURTON

BURTON PARK AND RECREATION COMMISSION MEETING

FEBRUARY 25, 2020

MINUTES

McDonalds

Memorial Day Committee

5:30 PM

4303 S. CENTER ROAD
BURTON, MI 48519

This meeting was opened by Commissioner Robert Wilson at 5:30 PM.

I. CALL TO ORDER

Attendee Name	Title	Status	Arrived
Toby Bauldry	Commissioner	Excused	
Sandra Talbot	Commissioner	Excused	
James Craig	Commissioner	Present	
Debra Dunsmore	Commissioner	Excused	
Robert Wilson	Commissioner	Excused	
Christina Conley	Councilwoman	Excused	
Jeremy Scharrer	Commissioner	Excused	
William Owens	Commissioner	Excused	
Tony Newton	Commissioner	Present	
Vaughn Smith	Council Member	Present	
Amber Shaw	Commissioner	Present	
Steve Welch	Commissioner	Present	
Debbie Newton	Commissioner	Present	

II. STAFF PRESENT

None.

III. PURPOSE OF THE MEETING

A. Master Database of Volunteer, Sponsors and Vendors

Members of the committee discussed master database of volunteer, sponsors and vendors for the Memorial Day events, specifically:

Mayor Haskins will start the event.

Mayor Haskins' cousin will sing the National Anthem.

How much money has gone towards the community?

- Ask Mayor Haskins about getting the documentation recorded about financials from 2009.
- Goal:
 - Use the numbers as a selling point toward gaining new sponsorship.
 - Use the numbers towards letting participants know where

their donations are going.

Jim Craig will be putting together a spreadsheet of all the sponsors, volunteers and vendors.

Proceeds

- Primary - K9 Program
- Secondary - Bentley, Bendle and Atherton Programs and VFW Post 2777

Sponsors

- Genesee Ceramic Tile - \$250 for bibs
- Absopure - Cheer Signs
- Walmart - Granola Bars, Water, and volunteering (Jodi)
- GFS - Fruit
- Goyette - \$300 for the bibs
- Kiwanis - \$100 for Finishers Certificate
- Family Care Plus - \$250 for medal lanyards
- McDonalds - ice cream coupons
- Legoland/SeaLife - Coupons
- Burton Chamber of Commerce - \$600
- Andrew Clayton Foundation - Coloring Supplies

Vendors

- Ice Cream
- Hot Dogs
- Masseuse
- Hurley
- Walmart tent with water
- CRU

Where to put flyers?

- Gyms
 - Planet Fitness
- Food Bank

Volunteer Assignments:

- Sally Hester Hyde - Atherton Theater Group in charge of kids run
- American Heritage Girls - handing out water and fruit
- Bentley at water station
- Bendle youth Football - trash duty
- Walmart - passing out water, granola bars at finish line, need tables
- Lester Brady - List Assignments
- Sandy Talbot - Parks and Recreation handling money

Dogs on course

- Liability
 - Dog leashes get tangled, people trip
 - Dogs not getting along
 - Service dogs obviously allowed

B. Confirmed Volunteers, Sponsors and Vendors for 2020

Members of the committee discussed the confirmed volunteers, sponsors and vendors for the 2020 Memorial Day events.

C. Shirts

Members of the committee discussed the design of shirts for the Memorial Day events.

D. Design for Medals

Members of the committee discussed the design of the medals for the Memorial Day races.

E. Masters Awards

Members of the committee discussed the master awards for the Memorial Day events, specifically:

- Drinking Glasses
- Check with A-Frame
- Embroidered Eddie Bauer bags

F. Confirm Kids Run Route and Logistics

Members of the committee discussed the kids run route and logistics for the Memorial Day Race, specifically:

- Route proposed to Mayor Haskins for shutting down Genesee Road at 8:10 a.m.
- Amber send map to Vaughn Smith to send to Mayor Haskins.
- Running through the inflatable arch.
- Create a pamphlet for kids run.
- Call movie theater for popcorn.

G. Who will be Picking-Up and Entering Mailed in Entries

Members of the committee discussed Who will be picking-up and entering mailed in entries for the Memorial Day events.

H. Vendor Map and Volunteer Map

Members of the committee discussed the vendor map and volunteer map for the Memorial Day events.

I. Duties of Staff Until Event

Members of the committee discussed the duties of staff leading up to the Memorial Day events, specifically:

- Talk to -
 - Amber -
 - Movie Theater
 - Andrew Clayton Foundation
 - MyCity Magazine

- Create volunteer assignments
- Vaughn -
 - Mayor about past finances
 - Mayor about shutting down road for kids event
 - Planet Fitness
 - Family Care Plus
 - Schultz about media
 - Take Flyers to Flint Therapeutic Massage
- Steve -
 - McDonalds
 - Family Care Plus
- Jim -
 - BJ's
 - Slezaks
 - ABC12 Mug Shot
 - Create master file of vendors, sponsors, and volunteers (name, contact info, assignment, amount donated and towards what)
 - Create a vendor map
 - Send Amber the event booklet
- Everyone
 - Ideas for practical use overall and masters awards between \$20-\$25.
 - Think outside of the box for sponsors - not your normal business owners.

J. Race Day Operations

Members of the committee discussed the race day operations for the Memorial Day events, specifically:

- Jim Craig has signs.
- Vaughn Smith - all schools are in for volunteering.
- Jim Craig is in charge of telling all volunteers where to go and what their assignments are:
 - He will wear orange vest.
 - All volunteers will meet under Jim's 10 x 10 tent.
 - He is going to look into having a volunteer sign made for the entire series.

K. Marketing; My City Magazine Offer

Members of the committee discussed marketing for the Memorial Day events, specifically:

- Digital Signs
 - City Hall
 - Bentley School
- My City Magazine
 - How many clicks?
- Burton View in the centerfold
- Mid Michigan Placemat's

- RunMichigan.com
- Put it on RunningintheUSA.com
- Complete Runner and Baumans
- Facebook
 - Burton Parks and Recreation
 - Davison Community Page
 - Flint Area Runners Group
 - Southeast MI Runners
 - Burton City Chat
 - I Grew up in Burton
- Instagram
- Harrison Hensley
- Find new pages away from Burton
- Put flyers in running stores all around the state

IV. AUDIENCE PARTICIPATION

None.

V. COMMITTEE DISCUSSION AND OR ACTION

1. Motion to Transfer money from Burton Mile Funds back to Memorial Day Funds

RESULT:	CARRIED [UNANIMOUS]
MOVER:	James Craig, Commissioner
AYES:	Craig, Newton, Smith, Shaw, Welch
EXCUSED:	Bauldry, Talbot, Dunsmore, Wilson, Conley, Scharrer, Owens

Meeting was adjourned at 6:30 PM.
