

**MINUTES
JOINT MEETING OF
THE CULTURAL & SOCIAL AWARENESS COMMISSION
AND ENVIRONMENTAL COMMISSION**

May 5, 2016
City Council Chambers

The Special Joint Meeting of the City of Woodstock Cultural & Social Awareness Commission and Environmental Commission was called to order at 6:00 PM on Thursday, April 7, 2016 in the Council Chambers at City Hall.

I. CALL TO ORDER AND ROLL CALL:

COMMISSION MEMBERS PRESENT: J. Hudson, I. Sagrado, E. Ellinghausen, S. Wenzel, J. Krandel, Chairwoman E. Poremba, and Chairwoman L. Crain.

COMMISSION MEMBERS ABSENT: W. Donato, L. Kacmar, and J. Rivera.

STAFF PRESENT: Assistant Public Works Director Tom Migatz and Chief Deputy Clerk Jane Howie

OTHERS PRESENT: None

II. APPROVAL OF MINUTES from the April 7, 2016 Joint Meeting of the Cultural & Social Awareness Commission and Environmental Commission:

Motion by E. Poremba, second by S. Wenzel to approve the April 7, 2016 Meeting Minutes as presented. Ayes: J. Hudson, I. Sagrado, E. Ellinghausen, S. Wenzel, J. Krandel, E. Poremba, and L. Crain. Nays: None. Absentees: L. Kacmar, W. Donato, J. Rivera. Abstentions: None.

III. PUBLIC COMMENT: None

IV. DISCUSSION ITEMS:

a) Logo Design

Reviewing logo design, the Mayor would like the BYOBag on the side panel, not on the tree trunk on the front panel. He likes the ‘sustainable woodstock’ underneath the city skyline and tree. Background could be a color, but Denise at American AdBag said not having a background color would be better. All Commission members agree with this style. Josh Dyra, Woodstock North High School student, created this image. Josh is willing to work with the Commission through the process.

b) Bag Design

L. Crain asked if anyone received costs from somewhere other than China; preferably American-made. They did not. American made bags cost \$10 per bag vs \$2.99 per bag from China. E. Poremba couldn’t find any American-made bags less than \$9.00 per bag. J. Rivera was going to check with Woodstock’s Sister City, Zacatecas, about costs. L. Crain spoke with J. Rivera, asked if he contacted Zacatecas about purchasing bags. J. Rivera did place calls but he has not heard back yet. J. Krandel did not like the idea of having to purchase bags from China. She asked what kind of underwriting would be needed. J. Hudson said he likes the idea of getting reusable bags from Woodstock’s

Sister City. It's a great idea if it would work. L. Crain's concern is that we won't have the information in time to get this to Council. We may have to move forward with what we've got right now, sharing our intent with the Council. T. Migatz said we need to consider the price point and the budget that has already been approved. E. Poremba said maybe we can find out something from J. Rivera in the next couple of weeks, otherwise we should move forward with what we've got. Goal was to have these ready before Halloween. It is the Commissions hope that, should additional bags be purchased in the future, bags could be purchased from a company in the U.S.

1. Pricing for American made bags

\$9.00 to \$10.00 per bag.

2. **Review current bid for bag printing.** This will be discussed at a future meeting.

c) Sponsorship

1. Sponsor levels

Support Level = \$200 - \$499, Name only, Small. Defend Level = \$500 - \$999, Logo *or* Name, Medium. Protect Level = \$1000 - \$1999, Logo *and* Name, Medium. Sustain Level = \$2000+, Logo *and* Name, Large. The Commission still needs to know dimensions of bag to assist in deciding upon dimensions of sponsorship areas. Sponsor will be on side panels only. 'sustainable woodstock' will be on the front and back. First print will guarantee sponsorships. Depends on how long the 1st run of bags Walgreens Walmart, Jewel / Osco, Blain's Farm & Fleet, Harley-Davidson, Menards. Then maybe Claussen Pickle and other businesses will be interested. It is believed that the size of the reusable bag is 12 ½ x 13 ½ x 6'. E. Poremba said you could use the bottom panel.

L. Crain likes the idea of having a sponsor launch party. Perhaps handing out recognition plaques, support certificates, and thank you letters to businesses and people that have committed to sponsorship. Companies may like to be involved in this type of event to get recognition. Perhaps Commission members can promote the reusable bag initiative at events on the Square, band concerts, farmers market. Top level, logo & name, next level, logo & name smaller, next is logo or name, smallest level is name only. E. Poremba asked when do we need to have all sponsors.

Get sponsors by end of June – mid-July. J. Krandel asked is there anyone who could want to be involved, such as Claussen. Can we start talking about this with associates who may be interested? Yes. T. Migatz said the City will work with commission members.

Who should checks be made payable to? Where should checks be mailed? To who's attention? Who is keeping track of sponsors and sponsor levels?

E. Poremba, can people sponsor the bag? Not just companies. Food shed co-op may want to sponsor this also. Commission agreed this would be great.

J. Krandel said if someone is willing to give more money, how would this be handled? It's possible that the back of the bag may have to be opened up for

sponsorships. Perhaps a company may wish to donate upwards of \$2000, for example, a \$5000 sponsor such as Centegra. The Commission believes there's someone in the community that will want to pay \$5000. Is there any incentive to the \$5000 donor, such as being included in the 2nd run? Or, three \$5000 spaces for the back side of the bag. Would the Commission be interested in having a \$5000 sponsor for the first printing of the bag? If a \$5000 sponsor isn't found, the bag could have the City's tree photo on the back, otherwise, the back panel could be shared with the sponsor.

Size of print for sponsors needs to be decided upon. The Commissioners need to be able to share print dimensions with potential sponsors during 'the ask'. E. Ellinghausen said if the bags are made of natural materials, the ink may run. Once we know size of print space, the sponsor levels / costs may need to change.

Commission needs to agree on sponsor levels and if we want to add a \$5000 level and would the \$5000 sponsor be on the back side. Commission agrees that there's only one \$5000 level sponsor.

J. Hudson made a motion, 2nd by E. Poremba to keep the sponsor levels at \$200 - \$2000 with the option of one \$5000 sponsor. All Commission members agreed.

2. **Key sponsor update.** This will be discussed at a future meeting.

V. ADJOURN

Motion by S. Wenzel, second by E. Poremba, to adjourn this Special Meeting of the Cultural & Social Awareness Commission and Environmental Commission. Ayes: J. Hudson, I. Sagrado, E. Ellinghausen, S. Wenzel, J. Krandel, E. Poremba, and L. Crain. Nays: None. Absentees: L. Kacmar, W. Donato, J. Rivera. Abstentions: None. Motion carried. Meeting adjourned at 6:55 PM.

The seven Commission members present discussed dates for the next two meetings for this Joint Commission; both Thursday, May 26, 2016, and Thursday, June 16, 2016 at 6:00 PM. If the Liaisons agree with these dates, the Environmental Commission will meet on these same dates, prior to these meetings at 5:30 PM. The Commission's Liaisons will confirm these two dates and times with Commission members.

Respectfully submitted,

Jane Howie
Chief Deputy Clerk