**Town Plaza fundraising notes – 10/29/19 from meeting at Irene Blomgren’s**

Irene, Katherine Sansone, Susan Bryner, Teri, Susan Espana, Barbara MacArthur

Please note: After Barbara left, KES did notes and we went back and addressed some of the first discussions, which I have updated/or since status has changed. It is requested that someone volunteer to be note taker at each meeting. This will allow us to keep Foundation and Town plaza Committee of our progress/plans.

Katherine: Visibility is essential. General and new interest to appeal to different sets of people

1. Scarecrow contest ongoing.
2. Merchants Night Nov. 29: Donations jars. Involve school children.
3. Determined doing the 7-day event was coming up too soon to prepare properly and other donation jars (letters to Vets) on counters.

Katherine will ask Chelssa to contact Chester Elem. Susan B. will contact St. Andrews and Chester Charter. Irene will contact Lake Almanor Christian, all by Nov. 1. Chelssa reached out to all this am. LA Christian and St. Andrews in.

Once schools confirm, containers to school by Nov. 6.

BM offered her husband to cut holes in lids.

Will have 2 sizes of containers.

Will ask retailers, banks, etc. keep containers up through holidays.

Katherine will do write up/specs for the schools to explain purpose, list of possibilities of what to put on jar, to give to school instructors. Winner will get write up in newspaper. Get to Katherine before Wed. Nov. 6. Took competition off table later in meeting since we want children to want to participate (vs. being bribed KES words LOL) since Plaza has much to do with them. Someone attending, please clarify if I am wrong.

Flyer next to jars on Merchants Night to explain Town Plaza. KES suggested some places might want to do a video loop.

Press release announcement about fundraiser/school participation in decorating containers in paper by Nov. 13. Chelsea will post on FB? Photos release of containers sent to newspaper after 11-29-19.

Also discussion about involving students in a social media campaign. Keep story line going for PR to media. Susan E. mentioned David Brooks Social Weavers regarding branding ideas.

Need a video and updated website to tell the story of Town plaza. KES to work with Sue developing video beginning with creating a storyboard.

Determined LACF needs own website separate from LACC website.

Katherine presented list of suggested events for raising funds (see attached).

Ones we decided to pursue/or are in place below. Items 2, 3, 4, 8 out for now.

1. Merchant’s Night out – November 29, 2019
2. Cabin Fever Dance – Need Chair and committee
3. Veteran’s Hall
4. No-host bar
5. Band for dancing. Sue has a group that will play for free. Right for this?
6. Gala – need Chair and Committee
7. suggested date, May 16th to get people back early and before Memorial Weekend.
8. Dinner/dance
9. KES suggested Big Band theme – Sue E. to look at big band
10. White Party – need Chair and Committee
11. Possible weekend before labor
12. Sat. night not in conflict with Band Shell
13. Club to host
14. Beer Tasting – need Chair and Committee
15. Saturday – 4-9 possible
16. Location of Town Plaza
17. Sell tickets
18. Cookbook -- need Chair and Committee – though Irene considering IF someone will co-chair
19. Ladies of the Lake – liked the name – include entire basin
20. Recipes to be tested/determine content, i.e. all categories, etc.
21. Participants tell brief story of recipe history – signature
22. Opening page – overview of Town plaza
23. Subsequent books – sell everywhere!