



**FOURTH OF JULY / FESTIVAL OF BALLOONS COMMITTEE AGENDA**  
**Amedee O. "Dick" Richards, Jr. Council Chamber, 1425 Mission Street**  
**Wednesday, September 26, 2018, at 7:00 p.m.**

Rosemary Whitney, Chair / Jim Anderson, Vice Chair  
Michael Schlaifer, Treasurer / Megan Colburn, Secretary

Councilmember Robert Joe, City Council Liaison  
Anthony Kim, Community Services Coordinator, City Staff Liaison

- Chairperson, Rosemary Whitney called the meeting to order on September 26, 2018 at 7:05pm.
- Roll Call:
  - **Committee Members Present:**
    - Rosemary Whitney
    - Jim Anderson
    - Megan Colburn
    - Michael Schlaifer
    - Joe Payne
    - Robert MacTavish
    - Lindy Yuen
    - Ashley Ziegler
    - Bob McClain
    - Bill Glazier
  - **Committee Members Absent:**
    - Tracy Perry
    - Marlin Perry
    - Marty Smith
    - Joan Payne
  - **Council Liaison:**
    - Robert Joe (excused)
  - **City Staff Liaison:**
    - Anthony Kim



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- Motion to approve the June 2018 minutes as corrected was made by Joe Payne and Jim Anderson. Motion Approved. (correction made to previous Minutes: Lindy Yuen was in attendance)
- **Public Comment:** None.
- **Treasure Report:** Michael Schlaifer reported that we brought in about \$34,000 and we spent about \$33,000. We are doing fairly good. We will be in about the same position we were in last year. We should have enough money to get us through the start of next year. It is expected that Pyro will increase next year.
- **Parade:** Joe Payne reported that there was a minor glitch at the start but other than that everything moved rather smoothly. We have received very positive feedback.
- **Cars:** Nothing new to report.
- **Posters:** Joe Payne reported this was the lowest number of posters we have had in a while. Joe was thinking about doing a pizza party for the class with the most participation. Schools are getting out earlier and earlier which is also a slight problem.
- **Decoration:** Ashley Ziegler gave a big thank you to everyone who helped with decorations. We ran out of balloons towards the park so we need to keep that in mind last year. Jim Anderson got a complaint from the Chamber about our flags. They have been left up all year long and are not in good shape. Jim mentioned maybe we could talk to the City council about asking for a flag fund donation. We need to find out how much they would cost and the exact measurements of the flags.
- **Programs:** Bill Glazier reported that it was a lot of fun! We did very well with the programs this year. We passed them out all along the route. The scouts did a great job. We passed out 3,000 of them this year. We had 59,000 page views on the south



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pasadenan during all the promoting of the parade. It was a great day. The publisher of the SouthPasadenan would like to do it again next year.

- **Sound/Park:** Bob McClain reported that things went smoothly. Participation was lower this year especially with the older kids. There was still a lot of street vendors going through the park. We need to move our vendors up closer to the crowds to get them seen better. He also suggested to get Food Booth signage. Would be nice to move them closer to the ticket booth so they are seen better. Things went very smoothly though.
- **Food Booths:** Nothing new to report.
- **Security:** Joe Payne reported that there were no big problems this year. The light towers are great as a safety precaution but it might not be necessary and could be a good cut for our budget. Jim Anderson says hats off to the security who did a great job lighting up diamond after the show. We didn't really have any issues of items being taken onto the field that were not allowed to be.
- **Tickets:** SMMA generously picked up the cost of printing the tickets for us this year. Lindy Yuen and Robert MacTavish distributed the tickets around town. YMCA sold 110 tickets, Dinosaur farm sold 198 and Bristol Farms sold 325 tickets. For the first time this year we accepted credit cards and it worked very well. Lindy reported that the credit card machine was a huge bonus. It went really fast and very smoothly. They mentioned that they decided not to increase ticket prices for presale but decided to increase sales by \$1 at the door but if pyro is increasing we just might need to increase our prices next year.
- **Publicity:** Nothing new to report.
- **Comments:**



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- Anthony Kim said thank you to everyone for returning to this meeting and for continuing on this committee.
  - Bill Glazier asked if the City could possibly support us financially or other service groups. We should approach the Council to ask.
- Meeting adjourned at 7:54pm.

Approved Rosemary Whitney Date 1-23-19  
Chairperson