



CHERRY HILLS VILLAGE COLORADO

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75th ANNIVERSARY COMMITTEE AGENDA Friday, September 4, 2020

9:00 a.m.

1. Call to Order
2. Roll Call of Members
3. Pledge of Allegiance
4. Audience Participation Period (limit 5 minutes per speaker)
5. Consent Agenda
 - a. Approval of August 14, 2020 Minutes
6. Items Removed From Consent Agenda
7. Unfinished Business
 - a. Updated information on the 75th Anniversary event(s)
 - b. Date for the next meeting
8. New Business
9. Adjournment



Minutes of the 75th Anniversary Committee
City of Cherry Hills Village, Colorado
Friday, August 14, 2020 at City Hall

9:02 a.m.

ROLL CALL

Co-Chair Dino Maniatis, Co-Chair Thomas Barry, Committee Members: Doug Tisdale, Nancy Wyman and Michael Robb were present. Also present were Director of Finance Jessica Sager, Parks and Recreation Coordinator Emily Black and Administrative Assistant Pamela Broyles.

Absent: Laura Christman

PLEDGE OF ALLEGIANCE

The Committee conducted the pledge of allegiance.

AUDIENCE PARTICIPATION PERIOD

There was no audience participation.

CONSENT AGENDA

Co-Chair Maniatis moved to approve the July 10, 2020 minutes, seconded by Co-Chair Barry. The motion passed unanimously.

UNFINISHED BUSINESS

a. Updated Information on the 75th Anniversary Event(s)

Co-Chair Maniatis stated that he, Committee Member Wyman and Director Sager met with Susan of The Villager Newspaper to discuss what information will be included in the historical newspaper articles and what the frequency would look like. Co-Chair Maniatis referred to a list of topics included in the meeting packet that Committee Member Wyman put together as a starting point.

Director Sager presented the following three options for the historical series in The Villager Newspaper:

Option 1 - \$11,000

The article would run once. This option would include the front page of The Villager along with 1 Cherry Hills Village photo of the Committee's choice and 8 additional full pages in either an October or November issue. A digital version would be provided to the City to be posted on the City's website and social media pages and the issue would be mailed to all CHV residents.

Option 2 - \$13,000

The historic series would run for 4 weeks. This option would include the front page of The Villager plus 2 additional full pages the first week only. 2 full pages would run the subsequent weeks. A digital version would be provided to the City to be posted on the City's website and social media pages and the issue would be mailed to all CHV residents.

Option 3 - \$7,000

The article would run once. This option would include the front page of The Villager along with 4 additional full pages in either an October or November issue. A digital version would be provided to the City to be posted on the City's website and social media pages and the issue would be mailed to all CHV residents.

Committee Member Wyman stated she would prefer Option 3 based on price of \$7,000. She asked Director Sager to confirm that the Committee has \$10,000 to work with.

Director Sager responded that the Committee will go before City Council on September 1st to confirm that the \$10,000 can be used this year along with the funds the Committee will request for 2021.

Committee Member Robb asked Director Sager if she thinks the \$10,000 will be available.

Director Sager replied that she has included the \$10,000 in all year end forecasts that have been presented to City Council, but she has not received any feedback from them at this time.

Co-Chair Maniatis asked the Commission for their thoughts on Option 3 for The Villager Newspaper article that includes running the article once on the front page with 4 additional pages in October or November.

Committee Member Tisdale explained that the Committee has a budget of \$10,000 for this fiscal year and any money not used will need approval from Council to be carried forward for events in 2021. He said the Committee needs to determine what events

they are going to do next year and the cost for those events. He said they may need to ask for a supplemental appropriation to accomplish everything.

Committee Member Tisdale brought up a comment made by Susan with The Villager that she has a client that might be interested in partnering with the Committee to create a possible sponsorship opportunity. He said the opportunity could make a difference in deciding which option to go with for the historical edition. He asked if there is any indication what the sponsorship would include.

Director Sager replied that Susan has not presented the sponsorship opportunity to her client, so nothing has been approved at this point. She said Susan informed the group that the sponsor has a venue in Greenwood Village that could be a potential spot for the gala event. She said there was also discussion that the sponsor could donate the challenge coins.

Committee Member Tisdale noted that he has put on several events at the location and it is a terrific place to host an event.

Co-Chair Maniatis asked the Committee if they are comfortable utilizing a portion of the \$10,000 for Option 3 even if there is no sponsorship.

Co-Chair Barry commented that it depends on whether Council will be comfortable approving the \$10,000 in addition to the funds they will be requesting in 2021.

Co-Chair Maniatis pointed out that The Villager article will run in 2020, but they will also need to run a piece next year ahead of the events and that will add additional costs.

Committee Member Tisdale stated that The Villager does not charge for informational news articles to publicize events.

Co-Chair Maniatis asked the Committee if they want to use the bulk of the \$10,000 this year since 2020 is the actual 75th Anniversary, or if they want to run it next year ahead of the events with a smaller write up this year.

Co-Chair Barry stated that he likes the idea of moving forward with Option 3 this year since it is the actual anniversary year. He said it will also pave the way for the 75th Anniversary plus one celebration next year.

Co-Chair Barry mentioned that PTRC may have a more formal grand opening of John Meade Park in 2021 the 75th Anniversary Committee could be a part of. He said it will take time to establish the grasses and landscape so the Park will look more established next spring for an event. He asked the Committee for their thoughts on doing a joint effort event with PTRC in the spring as a kick-off to the 75th Anniversary plus one celebration. He said it would be a good opportunity to market the August gala event.

Committee Member Wyman said she likes that approach and agrees that the article should be printed this year as it sets everything up for next year. She expressed that it might make sense cost wise to have the gala event at the location in Greenwood Village, but she prefers to have the event in Cherry Hills Village. She said she assumes for budget purposes the Committee will need to include all expenses.

Director Sager confirmed that is correct. She explained that what the Committee presents to Council on September 1st should be all-encompassing. She said the Committee could mention that there are sponsorship and ticket sale opportunities, but the budget should include all expenditures assuming there will be no ticket sales and no sponsorship.

Co-Chair Barry expressed concern that all of the expenditures including John Meade Park will be a large amount to request.

Committee Member Tisdale noted that Council will start the budget process in September and they will want an idea of where the Committee is going. He said a lot will depend on the estimated ticket sales for the gala event. He believes the Committee could hold a wonderful event in Greenwood Village for a lot less money than at Cherry Hills Country Club.

Co-Chair Barry responded that Cherry Hills Country Club is not charging the Committee to have the event there, it is just the cost of the catering. He said he personally thinks the event should be in Cherry Hills Village.

Co-Chair Maniatis asked Director Sager to confirm that the Committee needs to request funding that will cover the entire event without regard to ticket sales.

Director Sager explained the budget amount the Committee presents to Council will include the amount the City wants to use this year, how it will be used and how much the Committee wants to request for next year with the potential to sell tickets and a possible sponsorship opportunity. She said they might have to do a supplemental appropriation to include the ticket sale revenue at a later date, but the Committee needs to get Council's feedback on expenditures for next year.

Co-Chair Maniatis expressed concern that the Committee will be asking Council for roughly \$45,000-\$50,000 for both events.

Director Sager noted the meeting is a study session so Council will only provide feedback on the Committee's request. She said the Committee can tell Council what they estimate making on ticket sales.

Co-Chair Barry suggested simplifying the spring event in John Meade Park and splitting the cost with PTRC. He said the main focus should be the gala event.

Co-Chair Maniatis stated that he agrees with doing the historical writeup this year, but he would like to see the articles split so there is a writeup this year and a writeup next year prior to the event so it is fresh in people's minds. He said it will also get people excited and will help sell tickets.

Committee Member Tisdale suggested the Committee explore all options and consider the most cost-effective plan to present to City Council. He said the priority is to come up with a budget for the study session on September 1st that includes an estimate of the dollar amount they will get in ticket sales. He described three things the Committee needs to accomplish:

1. Have The Villager do an article this year to celebrate the 75th Anniversary
2. Have a spring event in conjunction with the John Meade Park celebration
3. Have a gala event in August or September

He also proposed including the time capsule in one of the two events.

Coordinator Black pointed out that PTRC has not discussed the timing for the 2021 John Meade Park event so it may not happen in the spring.

Committee Member Wyman cautioned that the Committee should not plan on Cherry Hills Country Club for the gala event due to the construction. She recommended looking at St. Mary's Academy or Kent Denver as an alternative.

The Co-Chairs agreed to contact Cherry Hills Country Club to confirm whether an event is possible next year. Committee members will also contact St. Mary's Academy and Kent Denver School to inquire about hosting the event at their facility.

Committee Member Robb suggested looking into the Buell Mansion as an option.

The Committee discussed the possibility of having the event at the Buell Mansion and Committee Member Tisdale offered to talk to Mayor Stewart about the feasibility of this venue.

Director Sager noted that the Committee does not have to decide where the venue will be prior to the meeting on September 1st. She said the Committee can leave a placeholder for a venue in their budget and inform Council they are looking at other venue options due to a potential issue with construction at Cherry Hills Country Club.

Committee Member Tisdale noted that Council will look at the bottom-line number and what it will be used for. He stressed the importance of being able to show back up for the funds being requested as part of their submission.

Director Sager confirmed the study session with City Council is September 1st at 5:30 p.m. She said the Committee will need to have all materials to her by August 25th to be included in the packet.

b. The Villager Newspaper Series

Co-Chair Maniatis discussed the outline for The Villager historical series. He said the Committee will need to do most of the writeup and research to stay within budget. He expressed concern that the project is a big undertaking when considering the timeline and the amount of research that is required.

Committee Member Wyman said The Villager Newspaper has written several articles over the years that they can use. She suggested the Committee review the list of topics she put together and determine what is most important. They can then research if The Villager has past articles on that topic.

Committee Member Tisdale stated that the article should not be just text but should include pictures. He said the Committee has access to a lot of historical pictures and he suggested having some from 1945 when the City incorporated and 1966 when the City became a Home Rule municipality.

Co-Chair Maniatis asked if the Committee envisions the series as a generic history with a chronological historical timeline.

Co-Chair Barry responded that a chronological timeline makes sense as it provides an outline to work from. He said the Committee's initial thought was to write the series as a journey from the beginning to where we are now.

Committee Member Wyman commented that Cherry Hills Country Club is an important starting point because people wanted to come to Cherry Hills Village to play golf before houses were built around it.

Committee Member Tisdale pointed out that much of the work has already been done by Klasina VanderWerf in her "High on Country" book. He suggested getting her permission to use some of the text and photos.

Co-Chair Maniatis and Committee Member Wyman volunteered to work on organizing the historical series article for The Villager.

Committee Member Robb remarked that a lot of effort will be focused on the gala and the Committee should scale back on the John Meade Park event. He proposed having a presence at the City's annual events to promote the gala without creating a large expenditure.

Co-Chair Barry said he likes that idea and suggested the Committee could set up a table without hosting an event to familiarize people about the gala.

Coordinator Black agreed that this would be a great way to get visibility for the Committee's upcoming events. She noted that PTRC has already included funding in 2021 for a John Meade Park event and the 75th Anniversary Committee could have a presence at the event at no cost.

Co-Chair Barry said he would be happy to help PTRC with planning the John Meade Park event.

Co-Chair Maniatis asked how the City would feel about putting up a 16 x 20 gatorboard in the City Hall lobby with a short write up and pictures about the City's 75th Anniversary.

Director Sager replied that they would have to coordinate with the Art Commission who is scheduling a photography exhibit in the lobby. They would also need to get approval from City Council and the City Manager.

Director Sager brought up The Villager's quote of \$5,000 to cover the 2021 Gala event that would include 2 full pages and "swag bag" additions. She said if this is something the Committee wants to move forward with, they need to include it in their budget for 2021.

The Committee agreed to include \$5,000 in the budget to cover the event and Co-Chair Maniatis and Co-Chair Barry will present the draft budget at the September 1st City Council study session.

Director Sager asked for direction on the Village Crier article. She said if the Committee is going to push the historic series back to late October or early November, she can run the article in October. She clarified that the article is to inform residents about the historical series that will be printed in The Villager.

The Committee agreed to write an article for the October edition.

Director Sager informed the Committee that she is working with Klasina VanderWerf on the historical series for the Village Crier. She is hoping to post an article by Ms. VanderWerf in the October edition.

c. Date for Next Meeting

The Committee agreed to meet on Friday, September 4th at 9:00 a.m.

ADJOURNMENT

The meeting adjourned at 9:56 a.m.

Committee Co-Chair

August 14, 2020

75th Anniversary Committee

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draft

draft

Name: _____

Jessica Sager, Director of Finance

Pamela Broyles, Administrative Assistant



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ITEM: 7a

MEMORANDUM

TO: MEMBERS OF THE 75TH ANNIVERSARY COMMITTEE
FROM: JESSICA SAGER, DIRECTOR OF FINANCE & ADMINISTRATION
SUBJECT: 75TH ANNIVERSARY CELEBRATION
DATE: SEPTEMBER 4, 2020

ISSUE

To provide an update to the 75th Anniversary Committee regarding the feedback staff, Co-Chair Maniatis and Co-Chair Barry will receive from City Council at the September 1, 2020 City Council study session.

DISCUSSION

Because of the COVID-19 pandemic, the 75th Anniversary Committee decided to postpone all in-person anniversary-related events to 2021. The Committee also decided to work with The Villager Newspaper on a historic article that will run one time at the end of October or the beginning of November. The historic article will include front page coverage and 4 additional inside pages. It will be mailed to all Cherry Hills Village residents.

Co-Chairs Maniatis and Barry will be presenting the Committee's ideas for the historic article in The Villager Newspaper, the proposed Gala event in 2021, and an overall budget for all 75th Anniversary events at the City Council study session on September 1st for Council's feedback. An update from the Co-Chairs will be provided to the 75th Anniversary Committee at their meeting on September 4th.

ATTACHMENTS

Exhibit A: 75th Anniversary Committee proposed 2020-2021 budget



Event Scenarios

75th Anniversary Event Presence

- 10x10 canopy, table, historical photo displays and supporting materials to be used for the Committee's presence at multiple events (such as John Meade Park event, Movie Night, Car Show, Barn Party, CHLP Trail Walk, etc.) held in the City throughout 2021.
- The Committee would educate residents and showcase the history of the City over the past 75 years.

Budget \$2,000

Time Capsule

- Dedicate and seal the time capsule to be mounted at City Hall (if approved by City Council)
- Ceremony can be coordinated with John Meade Park event or Alan Hutto Memorial Commons dedication (if PTRC decides to hold one).

Budget \$1,200 (time capsule and materials)

The Villager Newspaper Marketing

- The Villager Newspaper will provide "announcements" of the Gala in issues leading up to the event and will also provide coverage of the Gala after the event.

Budget \$5,000

75th Anniversary Gala Dinner

- The venue and date for the Gala are to be determined
- The potential cost overview below is based on 200 guests

Food/Beverage	\$65/person	\$13,000
Venue		\$6,000
Gratuity		\$3,500
Floral/Lighting		\$3,500
Gift bags 200 @ \$20		\$4,000
Misc, expenses		\$2,500
Live music		\$1,000
Photography/Videography		\$800
FOH/Backline		\$1,000
Total		\$35,300

- Ticket price will be \$150 x 200 guests \$30,000 in revenue

The 75th Anniversary Committee is requesting a gross budget of \$43,500