

PUBLIC NOTICE

Maxwell Old Settlers Generations Committee will hold a planning meeting on

April 28 @ 6:30 PM

Located in the Maxwell Area Community Center, 84 Main Street, Maxwell, Iowa 50161

ONLINE MEETING - Call to Order - board members present, LoriDee and Susie and 2 people online on the facebook live

1. President Report - Carol Laffey

- Schedule - The 2026 schedule is posted on our website, oldsettlers.com. This schedule could change a little bit but we wanted to put it out there for people to start to make summer plans.
- We are working on putting together a special ceremony on Saturday to recognize Volunteer Fire and EMS Members. We would like any families who have information about former members to email their names and service dates to us at maxoldsettlers@gmail.com
- We are always looking for new individuals to join us and help make our committee even better. If you are interested in being a part of Old Settlers but don't want to attend meetings that is okay! Reach out to us and tell us how you would like to help!
- I am trying to highlight some of our sponsors every meeting. Tonight I want to recognize Top Notch Tree Care for donating to sponsor our chainsaw artist on Saturday. Also T & K Grading who have offered to sponsor our Car, Tractor, and Motorcycle show on Saturday. Thank you for your support.
- We will be reviewing the nominations for our royalty tonight and the committee will be voting. We will announce these as soon as we can.

2. Secretary Report - Kaila Hibler

- Minutes - They have all been updated on the website. We will retain 12 months of minutes on the site, moving forward.

3. Financial Report - Greg Link

- Income **\$1,720.13**
- Expenses **\$214.71 + (\$265 IRS fee which hasn't been expensed yet)**
- Account Balance **\$54,711.52**

4. Fundraising Chair - Kevin DeHaven

- Thank you to everyone who helped and donated to Bobville
- Sponsorship Opportunities - Still Open - Fireworks Still Open
- Inflatables - 90's Cover Band - Mentalist - Saturday Night Band - Horseshoe Pitching

5. Announcing next meeting time **May 26th @ 6:30** Adjournment

OFFLINE FOR GROUP DISCUSSIONS

Sub-Committee Reports

- Vendor Coordinator - **Carolyn Laffey**
- Volunteer Coordinator - **Carolyn Laffey**
- Volleyball Coordinators - **Logan & Mariah Cory**
- Ball Field Coordinators - **Gary Plunkett & Greg Cory**
- Beer Tent Coordinators - **DJ Laffey, Joel Huntrods & Lance Birchmier**
- Parade Coordinator - **Megan DeHaven**
- Royalty Coordinator - **Susie Livesay**
- 5K Coordinator - **Jerry Minerts**
- Kids Ballgames - **Kelly Wierson**
- Horseshoes Coordinator - **Frank Richardson**
- Public Services Coordinator - **Carolyn Laffey**
- Bandstand Coordinator - **LoriDee Meyers**
- Pedal Tractor Pull & AG Olympics - All Ages - **Collins-Maxwell FFA Garrett Meitner**
- Church Service - **LoriDee Meyers**
- Maxwell Museum - **Kim Birchmier & Kelly Wierson**
- Legion Auxiliary Breakfast - **Steve Gast**
- CM Alumni Banquet - **Jackie Peters**
- Show & Shine - **Shawn Carlon**
- Rodeo Coordinator - **Shannon Robertson**
- Truck & Tractor Pull Coordinator - **Royal Mansfield**

- Budget - With and Without If we look at the budget without our projected weekend of sales. This income includes; Inflatable wristbands, apparel sales, 5K registrations, Beer sales, sand volley registrations & Chainsaw auction. Without this income we are short -\$15,798.44 so making zero money the weekend of OS we would be left with \$25,201 in the bank. If we add in our projected sales for the weekend we are looking at finishing up OS in 2026 with approx. \$54,321.56 in the account.

City Park Electric Addition - Mayor suggested reaching out to contractors to get estimates to update electricity in the park for our needs then to present it to the city council. Add 4 50 amps for food vendors, where the ice cream guy was but would mostly be in the back part of the park.
\$50 Electric Payment - A discussion with the mayor brought to light that the rodeo pays a \$50 flat rate to the city for each use of the park electric. The board voted to do the same and had made a payment to the city of \$50 for 2025 and will do so as well in 2026. 2025 payment is already made.
Maxwell Market in The Park - A meeting was held between the board and the market. During this meeting a discussion was held aligning the terms that we all felt comfortable with. The vote had to have the Market on Sunday. No changes made to the contract and all board members and members approved. All I's. Vote Passed
Fireworks - No donation has been made so no contract has been signed. Vote to decide if we want to pay for it out of the Old Settlers account. Rain date Saturday 2027. LoriDee motion to approve it. Greg second. All in favor. All I's. Vote Passed.
- Koozie Design - Beer Garden (Golly's Locker) - Golly's has approved an art sample that was shown to them. Committee approval of design. Vote on quantity. - Quantity 2025 800 - 12 oz & 400 - Slim Vote to approve 2026 Update to 500 - 12 oz & 500 - Slim - Approved by all for the design. Approved by all for the quantity.
Kickball Game - Tony Sorenson to announce, DJ will pitch looking for commitment from a committee member to make sure speaker and pop up shade are set up? Thursday afternoon - LoriDee will make sure this is done.
- Yard Decorating Competition - Kim & Kelly - Jody Joined around this time. <u>Information:</u> - Aug 4th - Tuesday - Decoration and Registration for this event completed via text to (515) 231-8265 by 4:00 PM - Contestant text must include a photo of their yard with name and street address - do we still need a photo? We don't think we need a photo beforehand. - Register by Aug 4th - Aug 6th - Thursday - Decorated by Aug 6th at 5pm - Voting by the Maxwell VFW Members - Winners of this contest will be notified before announcement - Aug 8th - Saturday - Winners will be announced at 1:30 PM in the Bandshell at the award ceremony - Will have winners up with place up all weekend until Sunday. <u>Guidelines:</u> - Decorations must be secure within contestants private property. Must not obstruct or impede the flow of traffic, and must be appropriate for all ages to view. - We ask that you please leave your decorations up until Sunday the 9th so people can see them on Old Settlers Weekend. <u>Categories:</u> - Best Show of Small Town Spirit - 1st Place (\$25 GC to Mom's?), 2nd Place, 3rd Place (Awards would come out of OS account) - Best Use of Stars and Stripes - 1st Place (\$25 GC to Mom's?), 2nd Place, 3rd Place - SIGNAGE - Numbers for yards 1-15 & 2 sets of 1st, 2nd, 3rd Place
EVENT REGISTRATIONS - What date do we want to make Sand Volley and 5K registrations open? Open all now and then closed on July 15th. Can start posting about these!
- Local Store Donations - Reach out to Sam's Club, Costco, Wal-Mart, Target and any other local stores to request donations of Pop up tents. If willing to donate gift cards, fine, use them for office supplies. Value of up to \$250 - \$500? Kevin has donated Megan's time to do this. Fareway round up for 2027 Kevin will look into that. - LoriDee - Little League team bags grocery for 8 hours and each kid makes \$300 almost did \$3,000 for the whole shift. Need at least 10 people. If we did it could we have coasters or koozies to put in their bags as well. Ankeny Blvd Hyvee.
Signs for 2026 - If we added 30 yard signs - \$201.00 Making the total \$789.90. Vote on adding 30 yard signs. Starting the first Friday in August with OS on it. Greg votes yes. All I's. Approved by all.
Sound System Purchase - Sweetwater sent us back an estimated cost for expanding our sound system. Greg motions for a vote for 2 speakers, 2 stands for speakers, 2 covers ,and 2 cables for estimated \$1700 in case of taxes. All I's. Approved by all.
Fire EMS Ceremony - Got information from the city and fire department and it is very limited. Did not include the current list of volunteers. \$500 in the budget for plaques for Printz All. Susie is going to talk more to the fire department.

- Radio Ads - Submitted 3 commercials to NASH, KGGO, & KJJY; Here are the spots that will run and there will also be streaming impressions as well as AdSync Dash Display. Putting \$1200 back in the budget, The Bus very expensive. \$3,600 for all of the commercials roughly

	July 4 - Aug 8		Weekly Spots	Total	*Bonus
NASH	M-Su 5a-8p	(:30)	10	50	10
KGGO	M-Su 5a-8p	(:30)	16	80	16
KJJY	M-Su 5a-8p	(:30)	16	80	16
	Three Station Total	(:30)	42	210	42

- Shirt Designs Screenprinting - Show designs for approval. Last year we sold 68 shirts and ordered 150. This year they suggested going to 100. Should we do 4 colors or 3 colors? Meaning 25 of each or 33? Our cost is \$12. Last year we sold at \$20 so we made \$8 a shirt. Do we want to stay at the same price? Vote on leaving the cost at \$20. All voted in favor. Vote on leaving it at 150 shirts. All voted in favor. Vote on Blue, Red, and Grey for shirt colors. All voted in favor.

- Lapel Pins - Do we think we should order them again? Vote Approved to not get them again.

- Royalty Nominations - Susie - coffee club and mens coffee club. Grand Marshal - Dick Thomas and Pat Black. King and Queen - Jerry and Kathy Law, Steven and Margaret Wittmer, Steve and Jody Gast, and Gary and Judy Sesker, Jody and Candance Gardner. Grand Marshal nominee - Dick Thomas. Pat Black second option. King and Queen nominee - Jody and Candance Gardner. Seve and Jody Gast second option.

- Marketing - Reviewed our online marketing strategy. Went through the schedule and split up the events and decided which ones we would create a FB event for and ones we would post about. We will start event creation in June. Also we have the coasters. Please feel free to take some and leave them at places you go to. After tonight do we feel like the schedule is solid enough to print or should we wait till June to print them and take them to places? Vote to wait until June. Any suggestions about other advertising opportunities? Travel Iowa, Ames Area Chamber of Commerce.

- Photo Opportunity - LoriDee and I had an idea to create a spot that we could let visitors do a photo op. We wanted to create a huge ear of corn. We have an idea of how to make it. Then we would have a sign made that says OS 2026..Thoughts? Old Truck? Pin in it.

- Fundraising 2027 - Kevin and I are going to be meeting with Willow Brook barn in Colo in the coming months in regards to a fundraising idea that they had as well as a possible location to hold a midget wrestling event in 2027. \$10,400 full buy out, of \$400 with them collecting ticket sales. Proceed in conversations with Willow Brook.
- Kevin idea for sponsors buying signs instead of events like the Rodeo does for their signs.

- 2025 Taxes - We received a letter from the federal government stating that we owed a tax penalty of \$265 dollars. This is an error as the government was shut down when our payment was due. We filed a letter with the feds and provided documentation showing such as well as letters from the accountant. We then got another letter stating that we owed again. After a discussion with our accountant he feels that our best course of action is to pay the fee for now and then work on getting it refunded. This way we can avoid further penalties or liens being placed. Approval from committee to pay fees. Vote for payment. All approved to just pay this fee and be done.

Kevin and Carol talk about timing for helicopter.

We are Iowa - Story? Greg has a cousin for KCCI

Story County Best of ... Carol has asked them for a new category for Best Towns Festival