

Main Event Subcommittee (Meeting Summary 12-05-07)

Present: Donna Schneider (chair), Mat Paulson, Nicole Lee, Jeff Haberman, Jill Vigesaa, Lori Clark

Discussion Points:

1. Brainstorming other individuals who would be interested in participating in this specific planning subcommittee.
 - a. The following is the list of possible committee members and who will be responsible for inviting them to our next meeting
 - i. Chamber of Commerce, Kelly Phoels (Jill)
 - ii. Farm Bureau, Gail Scherweit (Jill)
 - iii. Grocery Representative (Lori)
 - iv. NDSU Extension Service (Lori)
 - v. ND Greenhouse and Nursery Association (Mat)
 - vi. Medical/Health Representative (?)
 - vii. Cass County Rural Electric (Jill)
 - viii. Home Builders Association (?)
 - ix. Larson and Sons (Mat)
 - x. Prairie Restorations (Mat)
 - xi. NDSU NRM Club (Jeff)
 - xii. MSUM environmental club (Lori)
 - xiii. Excel Energy (Jeff)
2. "Party for the planet" event at the zoo
 - a. The zoo is interested in having this event again
 - b. They would prefer the weekend before or after April 22, 2007
 - c. Discussion concluded last year's event was a success and this subcommittee would offer any support the zoo requested
3. Expo Event
 - a. We discussed the benefit of expanding our Earth Week celebrations
 - b. This event would allow any company/agency/club to display a booth showing how they promote environmental sustainability
 - c. Possible locations discussed (who will research further)
 - i. Red River Fairgrounds (Lori)
 - ii. Civic Center (research complete)
 - iii. West Fargo Armory (Jill)
 - iv. Ramada
 - v. Fargo Parks Hockey Rink (Jeff)
 - d. Our first choice would be to hold both events (Zoo and Expo) on the Saturday before Earth Day (April 19th) and the expo being held across the street from the zoo at the Parks Hockey Rink.
 - e. Financial Needs
 - i. Inquire about having one main company sponsorship
 - ii. We discussed possibly charging admission (get in free to the other event with paid admission)
 - f. Public Relation Needs
 - i. T-shirts
 - ii. Buttons
 - iii. Committee Name and Logo (remains the same every year)

- iv. 2008 theme (theme can change every year)
 - v. Distribute information at Home and Garden show (set up own booth or have each partner already signed up display information)
 - g. Education Needs
 - i. Ideas to tie school age children into Expo
- 4. Other brainstormed ideas we could fit into either event:
 - a. Memorial Tree Planting
 - b. Private homeowners dedicating tree planting to someone special
 - c. Excel Energy Sponsored Tree Plantings
 - d. Tie in Keep ND Clean Posters (K-12 involvement)
 - e. Home Depot “Green Kids Workshops”
 - f. Possible Speakers
 - i. Rain Barrels
 - ii. The Value of Trees
 - iii. Environmentally Friendly Landscaping
 - iv. Xeriscaping
 - v. Environmentally Friendly cleaning products
 - vi. Local Wildlife
 - vii. Cooking Organically
- 5. Items to bring before the Steering Committee on December 14, 2007
 - a. Lori Clark has volunteered to chair this committee for 2008
 - b. Suggestions for new group name
 - i. We like “FM Earth Week Committee”
 - 1. the public knows what Earth Day is
 - 2. Earth Day is our main reason for meeting (doesn’t mean we can’t work together on other topics)
 - ii. We would prefer not to have words such as association, coalition, alliance, etc.
 - iii. Our recommendation is to open this up to a marketing competition with local students and remain with our current title until competed
 - c. Top 2 2008 themes (not in any specific order)
 - i. Go.
 - Do.
 - ACT.
 - GREEN
 - ii. ACT Green
 - d. Public Relations/Communications subcommittee should be responsible for the website
 - e. Distribution of information between all subcommittee members
 - i. E-mail list serves
 - 1. Should maintain a certain level of confidentiality
 - 2. No private use of committee list serves
 - a. Announcements can be posted on website
 - ii. Subcommittee minutes
 - 1. Send one e-mail with all recent minutes attached
 - 2. Create link on website to all past meeting minutes
- 6. Next Meeting: January 9th, 2008 (USDA Service Center)