

## Lee County 150 Celebration Planning Meeting #2

Thursday, January 23rd, 2020  
Beattyville City Hall 5:00pm

Attendance: Linda Smith, Josh Hagan, Kenneth Isaacs, Teresa Mays, Chuck Caudill, Becky Mullins, Suzy Booth, Shirley Resse, Dedra Brandenburg

Update from Last Week's Meeting: Notes from the last meeting were typed up and shared with everyone in attendance. The domain [www.leecountyky150.com](http://www.leecountyky150.com) was purchased and paid for by a donation. A webpage was built for 2020 to use for public information, file sharing, and more. Checked on prices for direct mailing through the USPS. There is a program where postcard can be sent to every resident in Lee County for \$.22 a copy. Total cost would be \$1,540 to sent to 7,000 house holds.

Breakout sessions: Original plan for the meeting was to split the attendance into groups and have working sessions on committees; Advertising/Marketing, Advocacy/Research, Fundraising/Sponsorship, and Event/Activities Committee. Because of the small turnout for the meeting, the group together went through ideas form the last meeting, introduced new ideas, and together went through the attached committee worksheets.

Discussion: This years 2020 is a leap year, the idea was mentioned to have a Sadie Hawking dance. The group talked about a 20s dance theme. "Flapperdays". Discussion on having an Announced Reenactment. Woolly Worm Car Show, car owners can dress in the era their car was. Writing up the history on old customs. The group talked about Old Fashioned Trade Days event for the First weekend in May before school is out. Checking to see what date Prom will be for 2020. Also talk of having the event on 4th of July weekend.

Old Fashioned Trade Days: Fair field games such as sack race, balloon toss, etc. everyone dressing up in bonnets and suspenders, May Pole Dancing, Pie Auction, Old cars, handmade craft exhibitors, quilt show, bonnet contest.

Committee Worksheets:

### Advertising/Marketing Committee:

Goals: To define advertising strategy for the March 1st event. Set working tasks for Committee Members and a deadline for Tasks to be complete.

Elect a committee Chairperson: Co Leaders - Becky Mullins and Dedra Brandenburg

### Group Tasks

- 1) Create social media pages and assign administrators
  - a. Content creation for the page
  - b. Photos
  - c. Logo
  - d. Budget for advertising boosted posts for March 1st event
  - c. Create events for the page.
- 2) Create advertisements
  - a. Radio ad
  - b. Print ad
  - c. TV ad

- 3) Gather cost and contacts for media outlets. Most will offer a match for Non-Profits.
  - a. WSKV 104.5 - Angela
  - b. WIRV - Loretta
  - c. WSGS - Bruce
  - d. WLJC - Shawneese
  - e. Draft press release to send to WLEX, ABC 36 to get the word out to extended families from Lee County who moved away.
  - f. Pricing for direct mailing: EveryDoor Direct mail. \$.22 postcard no address needed. \$1,540 for 7,000 deliveries.
- 4) Gather cost for banners.
  - a. Where it will go.
  - b. How big to see from the road.

Work closely with Event committee for details to advertise. Work with Funding committee for funds to place advertising.

## Fundraising/Sponsorship Committee

Goals: To acquire the funds necessary to March 1st event. Set working tasks for Committee Members and a deadline for Tasks to be complete.  
Elect a committee Chairperson. Linda Smith, Chuck Caudill,

Group Tasks:

- 1) How to raise funds? Sponsorships
  - a. Identify 10 businesses to approach for sponsorships
  - b. Plan a way to recognize them for their sponsorship. banners, program, thank you ad.
- 2) How to raise funds? Donations.
  - a. Set up a channel where people can send donations.
  - b. Do we need a special account set up? Or have an umbrella fiscal agent to run it though.
  - c. Add a donation button the webpage.
- 3) How to raise funds? Fundraisers
  - a. Identify 3 fundraiser ideas to run throughout 2020.
  - b. work with research committee to compile videos or storytelling into a DVD to sell. Lee County History book Volume 3: the last 50 years. Seasons of Lee County Pictorial Calendar. Host a photo contest for 2020 and have a panel choose the best for a calendar to sell in the winter. A pictorial history book or combine a pictorial history book with facts.

## Advocacy/Research Committee

Goals: To compile the events and personal stories, articles, photos etc. regarding Lee County 50 years of memories. Reach out to community groups to get their history.  
Suzy Booth, Kenneth Issacs, Shirley Reese, Dedra Brandenburg.

Group Tasks:

- 1). Research the answers to the questions for Ceremony recognition: earliest marriage certificate, the oldest house standing, the oldest man and women in the county, oldest veteran, oldest 1st family who's descents are still here, oldest grave, oldest building, oldest business.

2). Advocacy - how to get more groups involved. Highlight histories of clubs like the Kiwanis, churches, etc.

3). Research a timeline of events the last 50 years.

4). Research tragedies; fire, flood, etc.

5). Research federal and state funding project in Lee County over the last 50 years. The splash park, new water treatment. etc.

6) Prepare a time capsule. Identify items of significance and truth. Identify individuals to honor with placing the items.

Work closely with the Advertising committee on video coverage and ads.

## Event/Activities Committee:

Goals: To define the activities for the March 1st event. Set working tasks for Committee Members and a deadline for Tasks to be complete.

Elect a committee Chairperson. Teresa Mays, Linda Smith, Jessica Treadway

### Group Tasks

1) Create a timeline of activities for March 1st event.

2) Create a Program for the Ceremony and identify the Master of Ceremonies.

a. Who will do the County Blessing prayer.

b. Who will sing national anthem.

c. Leader of pledge of allegiance. Have oldest veteran lead the pledge.

d. Short speech? Ask if Senator Stivers, McConnell, Hal Rogers is available.

e. recognitions and awards

- Have VFW for the Boy and Girl Scouts present the flags.

Work with sponsorship/fundraising committee on purchasing plaques or awards.

3) Create a VIP guest list for the event.

a. Draft invitation announcement letter

b. List of state and local leadership contact info

c. Send invitations to the people being recognized in the ceremony.

4) Make a checklist for the Reception after the ceremony.

a. Who will build the cake.

The group decided to have a cake contracted in the shape of the old courthouse. Also to have a community wide cake decorating contest. To raise funds, have a dessert silent auction.

b. What entertainment to have. Old Fashioned Jam session.

c. What is the menu for the reception. Who is responsible for the plates, fork, etc.

- Keep it desserts, punch, and coffee. Seek donation for supplies. Look into logo printed napkins. It was said that many people use napkins for keepsakes.

Work closely with the Advertising/Marketing committee to create Advertisements for the event. Work on Long range 2020 event planning.