

Holiday Jingle Committee Meeting

March 26, 2010

Present: Hugh Irwin, Julie Lyons, Sandy Stewart, RoseAna Twitchell, Bob Martin, Kristen Delaney, Mary Poole.

Meeting called to order at 10:05 a.m.

Old Business: None.

New Business:

- 1) Finding a Chair for the Event:** Hugh had expressed interest in chairing the event. The committee unanimously decided to make him the chair.
- 2) Scope of the Event:** There was a lengthy discussion about past holiday events, in particular what worked, and what did not. There was a general consensus that the historic village in McHattie Park needed to be incorporated into the event, in addition to focusing on the downtown. Sandy and Hugh both commented that the event was very well attended in the past, with as many as 1,000 people attending in 2007. The only that needed to be changed was to have the parade and tree lighting ceremony earlier, because it was being held too late for families with small children.

Julie and Kristen both talked about phasing the event, so that there were events that happened downtown during the day, and in the evening the event transitioned down to the historic village. The need to make the event for all ages was also discussed. Everyone agreed that the parade was a big draw. There was some discussion on a timeline for the day. There was agreement that the parade should kickoff at 5:30 p.m. and end with the floats parked at lit at the historic village. It was decided that the tree lighting should take place at 6:30 p.m.

Bob talked about the importance of getting school groups, like school choirs and bands, involved in the event, because that would help increase attendance. Julie noted that there were a large number of boy scouts and girl scouts in the area and that they could help with the parade. Sandy noted that if we wanted to work with the scouts, Larry Leadbetter would be the person to contact. Mary stated that she had experience doing lighted parades in the past and could hold a float building seminar to give the participating groups some direction. Kristen stated that she would call Jack Renwick and find out if he had the time to participate in the event this year.

Mary suggested that they could do a “green-friendly” parade using only LED lights and use this concept to promote the event and get a sponsorship from a company like DTE.

There was some discussion about decorating downtown. RoseAna suggested wreaths for the light poles as well as a window decorating contest.

- 3) Brainstorming List:**

Events:

- Bonfires after tree lighting ceremony. Roasting marshmallows, using little Webber grills or chimineas.
- Community potluck dinner.
- Storytelling – could be done at the Freighthouse or downtown business.
- Incorporate house tour into the event.
- Incorporate area churches. (Julie volunteered to take the lead on this.)
- Having entertainment: school choirs, the Phoenix players, bands, dance groups, etc.
- Activities for children. Cookie decorating contest, candy cane hunt, etc.
- Incorporate charitable giving into the event. Work with Active Faith.
- Bob suggested that the event needed a signature kickoff event that would get people there. Maybe Santa's arrival, or something like that?
- Fun run or walk with a holiday theme. Santa hats and beards. Could happen just prior to the parade. Parks and Rec held a Holiday Jingle Fun Walk in 2009.
- The South Lyon Area Recreation Authority did a candy cane hunt in 2009 at Sayre. We could ask them to move it to McHattie Park and incorporate it into our event.

Decorating

- Luminaries on the street.
- Light pole decorating contest or wreaths.
- Window decorating contest, have people vote on their favorite.

Parade

- Mary could do float building seminar.
- Incentivize businesses to participate by purchasing some LED lights and giving them to parade participants.

Other

- Work on a name for the event that makes it clear what it is. Some thought that "Holiday Jingle" is too vague. Liked "Holiday Spectacular" better or something catchy like that.
- Have trolleys or horse drawn carriages to move people from downtown to the historic village.
- Need to emphasize business promotion and some activity like a scavenger hunt or letterboxing or raffle ticket that needs to be stamped by each business, to get people in the stores. Also need a draw to bring people back downtown after the tree lighting ceremony.
- Letters to Santa. Bob suggested having kids from the National Honor Society respond to the letters. Mary suggested getting some of them published in the Herald to help promote the event.

4) Meeting Dates & Times: The committee agreed that Fridays were a convenient time to meet. They scheduled the next meeting for Friday, April 23 at 1:00 p.m. at the Lake Street Tavern.

Meeting was adjourned at 10:50 a.m.

Kristen Delaney, Recording Secretary