

FARMINGTON BICENTENNIAL TASK FORCE

August 8, 2023

Farmington City Hall – Conference Room

-Committee members present: Maria Showich-Gallup, Pam Green, Sean Murphy, Courtney Showalter, Maria Taylor, Jill Keller

-Committee members absent: Micki, Chris Halas

-Others in attendance: Theresa Miller/Farmington Elks, Peggy Castine/Farmington Farmers & Artisans Market, Walt Gajewski/ Farmington Farmers & Artisans Market, Melissa Andrade/City of Farmington and Riley Park Ice Rink, Chris Greig/F/FH Education Foundation

Chairperson Murphy called the meeting to order at 7:03 p.m.

A/ BICENTENNIAL CALENDAR

Melissa Andrade, Walt Gajewski, Theresa Miller, and Chris Greig shared input regarding their organizations' participation in the Farmington Bicentennial. The Bicentennial Task Force appreciates their time and expertise. Committee members shared updates from the people and entities contacted since the July 25 meeting, and discussion ensued around the details of the 2024 calendar of events.

Chris Halas and Carl Johnson were unable to attend but shared via email that they are working on the bicentennial branding package. A large portion of the next meeting will be devoted to their recommendations.

B/ NEXT STEPS

Important dates:

-Next meeting: Tuesday, August 22, 7 p.m. at Farmington City Hall

-Present recommendations to City Council: Tuesday, September 5

Before next meeting:

-Committee members will finalize any outstanding contacts and email their update to Maria Taylor for inclusion in the recommendations.

-Maria Taylor to compile recommendations into calendar.

Chairperson Murphy adjourned the meeting at 9:12 p.m.

MICKI: MELISSA/ICE RINK COMMITTEE

-Theme the NYE 2023 celebration: ball drop to bicentennial (School of Rock Farmington song)
*Melissa: Combine Harry Potter and ball drop. Make new ball instead of Harry Potter-themed; it can say 200. (Find group to construct ball) Bob Houhanisan willing to drop from ladder.
High school group create new ball? Used exercise ball last time
Chris will float idea to superintendent.*

MICKI: WALT

-Pie contest or chili cookoff
-Favorite family/grandma recipe. Collect it into recipe book and sell it.
-Historic cooking demos, throwback day

-Have a night or a couple nights with food trucks and craft beverages, relaxing music, and bonfires with marshmallows available to toast; have one day be antique market that goes through the evening

PUT THIS INTO MASQUERADE GRAND RAVEN EVENT

Walt: Will get review list, get input from market volunteers in order to get buy-in, come up with plan when present to council for 2024 season. Suggested: bicentennial element to opening day, get celebrity guest speakers (Stabenow: author of farm bill). Will fold in idea of 200 years into legacy market events (shortcake, corn roast) Volunteers interested in old recipes; will look into it. Will put all this in Council presentation (Dec/Jan) and can put in \$ request.

Re: antique market, you have to work through a network of dealers. Must pay to have them come. Maybe \$3-4k for promoter who puts together 30-50 dealers, promotes it. They like to do a one-day, not a weekend. Walt has a contact downriver. Not sure if it's a farmers market thing. Theresa: Warnerettes might do that. Offer to them.

CHRIS: KATE

*Bicentennial bar bash can be staff-intensive.
Sometimes special drinks don't get the buy-in from restaurants.
Should be able to get the bars to do bicentennial drink – maybe not the formal bar bounce, but open to encouraging them to do the drinks (DDA promotes on social media). Encourage people to collect them all.*

Similar with punch card idea.

Crowdfunding: do it around Mason's park. What should crowdfunding piece be? – Kate talked about FARMINGTON (\$100k) – if of interest, could use DDA's 501c3. Other good option to crowdfund would be a fire pit feature there.

Courtney: Will be metal art in pocket park. Maybe they could do an art piece for mason's.

Melissa: We are pretty sure we got the grant for masons park phase 2!
NB the FARMINGTON may not be covered in the grant.

Kate idea: Place to place "rubbings" with kids, different things from history. Possibly QR codes next to it.

-Ladies night out: sell swag, put on Throwback Thursday
But DDA would not have budget for swag; council budget for it
-Sidewalk vinyl, like we do for Grand Raven
NB can be slippery, hard to remove. NB make them small and put in corners so don't slip, remove before snow – do in summer.

-Large space with timeline experience... tie in with stimulating walkability. Do this potentially at cut thru behind Fresh Thyme – light it up with cheap overhead lights.

Didn't talk about the idea between Fresh Thyme. Follow up.

-Have Syndicate Bicentennial drink sold at the Pavilion in a pop-up during Riley Park concerts. Make sure pop-up has history exhibit and Bicentennial swag for purchase. Would need special event permit; would require staffing, runners?? Would shut down syndicate

-Harvest Moon VIP ticket where you get a pint glass with the logo. Could do for FF too
Didn't broach w Kate, but Melissa has done this before. Get a sponsor to do one side.
There is interest – Jessica will say yes.

GRAND RAVEN:

-Ravencrow contest: do an Arthur Power, Governor Warner ravencrow
-200th button on all the Raven Crows
-New Orleans style band parade is returning – have a centennial something to hold up
-Pumpkin contest: have pumpkin artist do bicentennial pumpkins (they have one)
Courtney will encourage her to participate next year.
-Taste-off competition (must be all new drinks) to create a special drink that will be awarded the official bicentennial drink of the Syndicate and marketed all summer. Each must submit boozy and virgin version of it in order to be considered. Tasting could be at the March event (part of the restaurant tour)
-Masquerade event – they have wanted to do it for a while. At Riley Park or GLP's atrium. If funding, there is interest.

HOLD OFF UNTIL WE HEAR FROM KATE RE: MASONS PARK FUNDING/TIMELINE

MASONS PARK/SKATE NIGHT: have Run Club and PLUS do it; City/DDA

- Unveil it as part of celebration, spin it like we're doing it for the 200th (Kate idea)
- aka Commission piece of commemorative art displayed in public space, but not a mural
- Time capsule: bury in Masons Park when we do the unveiling
- Announce the bicentennial drink winners

~~-Roller skating (it was in 100th) – maybe we could have a community skate that leaves from the Masons park/Masonic lawn (Massive bonus: Would get people to attend)~~

Don't forget the time capsule element. Put it with the Mason's Park art.

MARIA T: JULIE LAW

-No carnival rides for kids – can't see getting support for putting in park, wouldn't be room for carnival downtown; they also bring problems

-Theme "Bicentennial Bash" - can theme it (it is 60th anniversary of FF)

-Keep vendors to historical themed or Michigan-made don't bring in commercially-made things

-Already do Michigan made now; have to have handmade (no Avon)

-Everyone wants a bigger band ("not a cover band") – if not the right band, won't get a crowd.

Doing nationals can actually decrease the crowd! Not feasible to recoup those costs. No 25,

50k. Also, police dept gets nervous if bigger. Size constrains

-Drone show: ask her opinion

20-30k, sponsor not sure – we would have to see if have a big corporation that would for that over. Talk to them now, they do their budgets now. She is not confidence she'd be able to find that. Politics can sometimes find that type of dollars – mayor make phone call

Mascow? Used to sponsor Taylor festival fireworks

Once get into January, start building it out

MARIA T: Parade stuff

-Sign up for historical era to have then to now represented in parade. "Decades parade" yes

-Grand marshal at FF, get the longest-living person in Farmington to be marshal yes, if can find; Mayor picks

-Get some old fire trucks to drive in the parade

-Bicentennial float contest? Yes, have to figure out how it works – already have the mayors pick, could modify that

Yes to all

Duck race – tie to kids day!! Instead of FF

Melissa meeting with him next week. Maria talked to PTA group, would be interested.

MICKI: ELKS

-Throwback Ox Roast

Board meeting Aug 16, will take it to them.

NB Theresa wants to do a dance at the Masonic.

COURTNEY: Oakland Street carolers

Forgot to ask – maybe they can do this in conjunction with house tour

PAM: FH SPECIAL SERVICES

-Postcard project - feature at Art on the Grand YES – but we will have to print, markers, who would man the booth. They want to ask both CMs first. We can have a space.

-Flower art or giant floral arrangement to do a massive 200 (battle of the flower shops?) They think it's a great idea, local florists competing, display in Riley. Ask Garden Club to oversee?

-Chalk artist – “coloring book” like An Arbor did

Ellen said has actually seen it, great idea, but ask both CMs. Maybe arts comm oversee?

MARIA S-G: PTA. Or band boosters?

-Bring back bingo at FF. Historical or bicentennial swag as prizes

Forgot to ask – will ask

ED FOUNDATION

MARIA T: CHRIS GREIG

MICKI: DIANE BAUMAN

-Gala at Warner; high-dollar ticket with sponsors. Might be cool even if under construction (make it a feature, let people go in). Do short-term art installation? Or collection of historic photos. \$200. Gov. at Governor's Mansion!—opportunity to talk about million dollar check Invite Kim, Warnerettes to assist.

YES

Genuine excitement about it!

Would want city to get permanent liquor license (set up for future too)

NB state of the grounds

Re: gov, presidential election year and is co-chair of Biden campaign. Liet. Gov? SoS, Stabs, Haley as guests. Ask rep Hoskins to make the connection. Give gov timeframe May-July.

Otherwise if no gov, kick off FF Wed night?

Phil Power speak, honorary chair. Old Warner family/founding families

Would need help getting businesses to sponsor – have city help make connections. Focus on non-retail businesses, can broaden to FH as well.

Brand it as partnership with city. Potentially invite other nonprofits. City budget a little \$, but foundation would cover most of expenses – use the \$ to expand scholarships and grants.

Involve Warnerettes. Have committee to do gala

BRIAN: Cemetery walk in conjunction with Grand Raven (already confirmed)

BRIAN: CHAMBER

-Holiday window displays contest

-Restaurant week/taste of Farmington March 8

PAM: BEAUTIFICATION COMMITTEE

-Wants to host a light the night event, sidewalks lined w votive bags

Beautification, tentative yes

-Put flags in Farmington veterans' yards (get list from Legion) – add legion, boy/girl scouts

Supportive of it, would need list of veterans and addresses (put out the word?), funding for flags, volunteers to put out. Put something in the water bill.

-Spring cleanup with 200 prizes

MICKI: FARMINGTON PUBLIC SCHOOLS

-Contact them about third-grade study of local history

-Wax museum from schools – 5th grade? Stationed throughout the city at Grand Raven

PAM: FARMINGTON COMMUNITY BAND: Have them do a bicentennial performance

-Ginny McDonald – flair of bicentennial, but both communities in band, so not sure if can be all bicentennial. Maybe international theme (usual) plus bicentennial. Wants FH CM to make sure it's ok.

MARIA T: SCHOOL OF ROCK

Create song, do music video, open Harvest Moon, Rhythms, FF

Note: Make sure City has veto power

Didn't get back yet

COURTNEY: LINDA DESKINS (ALSO HISTORICAL COMMISSION): Historic home tour, interior or exterior.

Linda says: 5 people signed up, she has even laid out pamphlet. She's in! Christmastime.

MARIA S-G: LIBRARY

-Old-fashioned stories or crafts, decade history talks

MICKEY

-Create commemorative float – Mickey will chair!! Design contest among high school art program. Workers to assemble it: Arts groups, beautification committee

Arts commission is in. Yvgenia Gazman is in (Skep), suggests Mary Lou Stropolli.

MARIA: SCOTT FREEMAN, SCHOOL OF ROCK

-Farmington Idol. *Second tier idea, scrap if no interest*

Scott turned down Farmington Idol, suggested schools do it

Give to Todd Lipa – see if he wants to do it.

-Oculus glasses where you can see old Farmington – at FF. Julie could sponsor but someone else will have to execute it.

Gabriel Hall: has always wanted to do a show for Farmington.

Would do for \$15k if we could get sponsors. Will ask his mgt company to help cover some of the costs. He could do oculus and show.

His idea was doing it at Riley Park on large screens. Go check website for examples.

Combine with kids day? Or Sunday of FF?

Suggested instead of oculus, a phone app to download. Cuts out the need for glasses. "He just needs pictures"

I volunteered for this

PAM: OPTIMISTS, PTA

-Kids day at Founders Fest. Hold in Shiawassee Park. Kiddie rides (Julie Law), old-fashioned games, food trucks, fire trucks, cookout (hot dogs/Busch's, ice cream/Guernsey),

Pam: Roxanne Fitzpatrick said not saying no, thinks needs to come back. Timing tough for manpower because it's the time of golf outing. Wants co-sponsor. Exemplar BS!

South Farmington Baseball – old timers vs current players. Roxane would sponsor that.

PTA council is potentially interested.

Have CARES take the lead. The groups can decide if it's part of FF, I guess.

This is like duck race 2.0 lol.

MARIA T: ARTS COMMISSION

-Decorate windows of empty storefronts

Messaged commission members late 7/25 (also about float)

MAYBE

MARIA T: CHECK TIMING WITH DPW

-Tree on the compass rose at Riley Park. **Second tier idea, scrap if not possible**

Compass rose is not possible, could put on other side of pavilion (no) or Masons Park could work

Seteinpj donate? Maria S-G and Courtney will decorate it. (Committee can)

MARIA T: KITCHEN CREATIONS, BAKERIES

-Gingerbread house contest of old Farmington buildings, open to public and bakeries

Missy will run

Display at library, storefront windows, GLP windows? – maybe they could sponsor

Also: 200 cupcakes Guinness Book (in conjunction with Ladies Night?)

SEAN: KATE

~~-Bar crawl with each participating restaurant bringing out their special themed drinks again.~~

~~“Bicentennial Bar Bounce”~~

BRIAN

-Scavenger hunt; include the 16 historical markers or historical sites. Will only require PR

MARIA T: FRESH THYME

-Postcards idea Joe had

SEAN: KATE

~~“Passport to Farmington” – stamp for each business you spend \$5 at, 25 stamps you get a prize (maybe a 200th t-shirt or hat)~~

MARIA S-G: ASK BARS

- Trivia nights: each decade do a night, or 4 nights with each 50 years. Rotate through area bars
- Maria S-G will try Heights again
- Sarah Davies volunteered to run and/or write questions. We can make this happen!

HOLD OFF UNTIL WE HEAR FROM CHAMBER

- Kickoff event on March 8
 - Make this restaurant week – Chamber NOT SURE
 - Taste of Farmington strolling dinner organized by Chamber
 - Awards for oldest and newest business or some sort of award
(-New City Hall sign behind Council) – wait for new logo?
 - Formal proclamation from Council
 - Speech from Mayor – we need reason to make people come, or do it for video
 - Corner Barber window – Maria/library will do
 - Do new logo?
 - Unveil new logo and new sign
 - kickoff: barbershop quartet, chestnuts roasting, hot cocoa

MICKI: ASK DIANE

- Project old photos onto City Hall north wall outside at night during events
- Waiting for Micki

BRANDING/CONTENT CREATION

CHRIS AND CARL

- New City Hall sign behind Mayor
- Lamp post banners: key/random years with interesting information, few sentences with historical photos. Creating awareness for everyone who drives through town
- Banner over the street – a different one every month
- DDA assets: A-frames, kiosks, water bill, banners on light posts
- Metromode series can cover bicentennial
- Put history stuff plus QR code in water bills
- Logo/branded package, put on City letterhead, website, social, DDA, share with participants
- SWAG: Calendar, postcards, T-shirts, mugs, pint glasses (Kate will know prices from Syndicate), collector's coin or item exclusive to 2024
- 200 days of... social campaign, or once a week. Put on DDA social calendar
- Throwback Thursday series all year on City social media (plus web and Observer)
- Break down the historic marker tour into a bunch of social media posts. Serial content. Could also have people talking at each
- Video hits with cameos from celebrities (like Kenny G play a little thing) wishing Farmington a happy birthday – funny social content

CHRIS: TALK TO KATE ABOUT THIS

- Commemorative art. Check with Kate on Masons park funding status; could be that

WE WILL ASK THE CITY TO PROVIDE/BUDGET FOR

- Dedicated web page on City website for TBT, scavenger hunt, schedule, etc.
- Traveling pop-up museum that goes to all events. Would be nice if it were changed up throughout year. Repurpose content also used on FB, etc.

OTHER STUFF

MARIA T/JOE

- Get dignitaries to our events: reps, senators
- Opportunity to donate at all events. Find a 501c3: DDA, Friends of GWM
 - Matching funds (GLP)
 - Different matches, drawing, etc. or burst events every month
 - State fundraising goal upfront: park amenities, public art, etc.
 - Talk to Kate re: Masons, is it going to be call for artists, when will be unveiled
- See if we can insert ourselves into other stuff in state of Michigan. Like rest stop when coming into Michigan – get some of our promotional material there