

CREEK WEEK 2013
PLANNING COMMITTEE AGENDA
Thursday, October 11, 2012

- A. Welcome and Introductions
 - Committee roster review
 - Review Meeting Topics
 - Review Creek Week 2012 and suggestions for improvement

- B. Publicizing Creek Week dates – Who should be notified?
 - Clean-up/Celebration date of Saturday, April 13
 - Splash Off Date of Friday, April 5

- C. Budget
 - Review last year's sponsor list & recommend possible new sponsors
 - Review draft based on last year's sponsor letter, recommend any changes

- D. Confirm committee meeting dates
 - 2nd Thursday of every month, 7:30 to 8:30 am at AECOM, 2020 L Street Suite 400
 - Morning planning meeting schedule:
 - Thursday, October 11, November 8, December 13, January 10 from 7:30 until 8:30
 - Thursday February 14, March 14 from 7:30 until 9:30 (8:30-9:30 for Celebration Sub Committee meeting)
 - Brochure mailing party, one evening in the first week of March.
 - Splash Off work party tentatively set for evening of Wednesday, April 3.
 - Discuss possibility of a special meeting regarding clean-up sites.

- E. Theme & Art
 - No contest this year, but we will use student art again. We have offered an art/science grant to allow cross-age learning and collaboration. One grant application has been approved so far, Mira Loma High School partnering with Whitney Elementary. Art submitted by the elementary students will be considered for the Creek Week logo. The art selection (to be made end of December) will guide us on the theme.
 - Begin discussion on replacing Creek Steward with Art/Science grant recipients.

- F. Celebration - Carmichael Park is confirmed.
 - Tire Recycling – Discussing the possibility, pros and cons

- G. Committee Assignments
 - Review committee structure and tasks. Barbara Eggleston will not be able to take volunteer registrations for Natomas and North Sacramento or be here for the Splash Off and clean-up. She will help with the planning of these pieces, but we need a volunteer to take over the duties above and help with the site leaders workshop preparation.

Committees – See Following 2 pages

1. **Publicity** (*Jamie, Alta, Peter, Christy, LeeAnn, Betty Cooper in 2012*)
Press Releases (____), Advertisements, Proclamations & Resolutions (County Suman, Sacto ??, Citrus Heights LeeAnn, Rancho ??, Folsom Glenn),
Web Site - Send updates & reminders to web site volunteers. Disclaimers on-line.
Sacramento Bee ad, Sacramento Bee Outbound Page – Jamie, Christy & Alta
Radio Disney – Jamie & Alta
Home school newsletter, County schools mailing – Betty Cooper
Neighborhood Associations, Community newsletters, overview
Branch library digital picture frames, display for one month Christy load to load.
Brochure – Alta & Christy
Press Releases done by Jamie with Christy making follow-up calls.
KXJZ ad may get coverage on “Insight” - Alta
American River Parkway Fndn, Master Calendar for Volunteer Opportunities

2. **Sponsors**
Sponsor solicitation, Follow up calls, Grant applications
(*Alta in 2012*)

3. **Clean-up sites**
Site selection, Coordination with agencies, Site leader recruitment, Training workshop, CRCSD manhole marking, Phone contacts. New sites and activities needed to accommodate the many volunteers. Possible site in Delta – Susan Roberts of Delta Conservancy. Water Quality Monitoring, invasive plant removal, planting. Develop a site leader report sheet & event-day reporting procedure.
(*Alta, Stan, Barbara Eggleston + _____, Frank, LeeAnn, Hilary, Drew, Stacey Bastian, Sabra, Susan. Workshop: Elizabeth, Christy, Rebecca, Sarah*)

4. **Activities and Programs**
Arrange and schedule activities, Brochure write up, Outreach to target audiences - website links, CPACs, Area Council on Aging, “RSVP”
(*Stan, Bonnie, Alta*)
Identify outside publicity for each activity. Committee member attends to take sign-ups, hand out promotional items & encourage participation in the clean-up. Scheduling deadline is January 15.

5. **Splash Off/Creek Steward** (*Barb Eggleston & Suman Kumar co-chairs in 2012*)
Location, Event planning, Speaker, Invitations, Sponsor gift packaging and presentations, RSVP’s, Creek Steward award

6. Celebration Day

(Elizabeth, Jamie, Maryanne, Bonnie, Cindy Smith, Cindy Paredes, Suman in 2012)

MC =Radio Disney, Event Coordinator, Volunteer Coordinator – Suman & _____, Set up-take down, booths & table set up=Suman & Julie, Junk & Gunk=Cindy Smith, Passport=Bernie, Jamie & Debbie Jo, T-shirt distribution=Sarah & Chris Creel, photographers=Henry Probst, Order tables & chairs=Cyndia (fewer if exhibitors are asked to bring their own)

Exhibitor letters=Jamie & DebbieJo

Volunteer/VIP/, Exhibitors table = Suman, Jamie. Show up at 8:00 (7:30 too early)

People need to check and update protocol lists. Review protocols at Feb. meeting.

Food ordering=Alta & Cindy Paredes

Purchase prizes for passport activity=Alta & Debbie Jo

Volunteer recruitment

Food serving: Maharlika Lions cook and serve lunch.

Donation jar & donation form

Should passports be available at exhibitor tables?

7. Art/Sponsor Recognition *(Peter, Michelle, Bonnie, Barbara Egg, Christy in 2012)*

Art = T-shirt, buttons, mugs, bookmarks, brochure, poster, sponsor board and passports. Recognition = Plaques/art work

Mini Grants *(Alta, Michelle, Jamie, Frank, Christy in 2012)*

Develop mini grant flier – Done

Develop application, review & rate applicants, notification, follow-up on reports

8. Thank yous *(Alta)*

Our regular meeting date is the second Thursday. Next meeting will be Thursday, November 8, 7:30 am at AECOM, 2020 L Street, Suite 400.

Splash Off is Friday April 5, 2012. Clean-up and Celebration is Saturday, April 13, 2013