



Town of Laurel Park
Centennial Committee
August 11, 2025, at 11:30 AM
Town Hall – 441 White Pine Drive Laurel Park, NC 28739

Minutes

Present:

- Crowell
- O'Cain
- Anderson
- Mayor O'Cain
- Drake
- Wilson
- Town Manager Reeves
- Town Clerk Banks

Absent

- Curry

Call the meeting to order

Crowell called the meeting to order at 11:37am.

Approval of the Agenda

Motion to approve the agenda made by Mr. Anderson, seconded Mr. Wilson.

Approval of the June 2025 Minutes

Motion to approve the June 2025 minutes. Mr. Wilson made the motion. The vote was unanimous in favor of the motion.

Old Business

Review Centennial Event

The committee discussed the success of the Centennial Event. Members expressed that it was a rewarding success and was particularly thrilled with how the event came together.

Committee members noted that Curry was instrumental in making the event successful with her unique skill set, making the town look great.

Members observed that attendees were happy, friendly, and smiling throughout the event. No issues were reported. Even people who didn't RSVP and just wandered in were treated very well.

The committee confirmed that approximately 550-560 people attended the event based on the caterer's plate count, which exceeded earlier expectations. The food was well-received,

though some members noted they missed getting food because it was packed up earlier than expected.

New Business

Consider "rain date" Big Band Gala

The committee discussed the possibility of holding a "rain date" Big Band Gala since they could not have the full band at the country club as originally planned due to Hurricane Helene budget constraints. Questions were raised about whether to do this soon or in the future, and whether the current committee should remain together for this purpose.

The committee reviewed financial information, noting they had raised approximately \$37,000 in donations, and the town had allocated \$40,000. After expenses for the centennial events (approximately \$57,000), with roughly \$8,000 remaining.

Members discussed that any future gala would require either fundraising again or charging attendees. Crowell expressed that he liked having Russ Wilson perform at the Town Picnic but knows he could bring in a full orchestra, though it was noted this would increase costs. The committee decided to defer further discussion until they had more financial details.

LP Representation for Downtown Bear Auction Promo Video

Crowell explained that there is a need for someone to represent Laurel Park in a promotional video for the downtown bear auction. The bear auction will take place on October 25th, with online bidding starting on September 25th.

Crowell volunteered to participate in the video portion, L. O'Cain offered to handle attending the auction if needed. The committee discussed that there is a "buy it now" option for \$10,000, but they might be able to get it for less through the bidding process.

The group discussed various strategies for acquiring the bear, including:

- Having the town place a bid early to discourage others
- Possibly approaching David Hartig to see if he would bid on it for the town
- Working with a group of residents to pool funds for the purchase

The committee noted that October 25th is also the date for Laurel Park's Trunk and Treat event in the congregational parking lot.

The committee decided to gather more information about the auction process and consider what amount they would be comfortable offering for the bear at a future meeting, but it is their goal for Laurel Park to purchase the bear and place within the community.

Discuss possible Centennial Book and Scavenger Hunt Booklet Reprints

The committee reported that the Centennial books had nearly sold out, with one copy remaining. There were 17 scavenger hunt booklets left.

For the Centennial book, the committee discussed ordering more copies, with a recommendation for 200 additional books. The previous print run of 100 books cost \$1,627. Members noted that reprinting would likely cost less since the setup work was already done.

The committee discussed potentially lowering the price from \$35 to below \$29 to be more competitive with similar books, particularly if they were to be sold through local

establishments like Mast Store. Crowell suggested that we drop the price of the book to below \$29.

It was mentioned that the Henderson County Heritage Museum and the Henderson County Genealogical and Historical Society would like copies to sell on an ongoing basis. Members also suggested having copies available for free at local libraries.

The committee also discussed compensation Crowell for writing the book.

Motion to pay the author Knox Crowell \$1,000 for his work on the Centennial book. Drake made the motion. The vote was unanimous in favor of the motion.

The committee also discussed the need to compensate Shannon Coffey who did the layout work on the book. It was noted that due to disability income restrictions, she could only earn a limited amount per year, and her bill came in at what was her safe maximum \$1,020.00. The committee was informed that the town's fiscal year is different from her tax year, which could allow flexibility in billing timing.

Regarding the scavenger hunt booklet, Anderson noted that it was specifically designed for the centennial and asked if it was something they would want to continue offering. It was suggested this might be more appropriate for the Friends of Laurel Park to consider, and there was discussion about reworking the wording to make it appropriate for a general Laurel Park historical offering that could be included in welcome packets.

Mayor O'Cain asked about an email he saw about Illene Broome needing to be reimbursed for some marketing. She created a graphic that went out to the FOLP donor database and Facebook subscribers that went out to everyone a couple of weeks prior to the picnic which they felt contributed to the number of attendees. Wilson suggested they do \$250 dollars.

Update on Crystal Spring restoration, as centennial icon

The committee received an update on Crystal Spring restoration efforts. A community member, Kurt Krueger, has been working on the site and is seeking funding options for repairs. He is reportedly working on a different kind of fundraiser to secure approximately \$5,000 for the masonry repairs.

The committee learned that the town has been working on clearing debris with volunteers. A large stump remains behind the spring that will require a crane to remove without causing damage to the site.

The town staff reported checking with FEMA and their chain of command about potentially removing this project from their public assistance request. The current plan is for the town to finish debris removal, including the large tree, and then volunteers will start a fundraising effort to secure the amount needed for stone repairs.

The committee discussed the importance of having experienced professionals work on the spring rather than students, given its historical significance to the town.

Consider Gesture of Appreciation Payment to One Volunteer

The committee discussed providing compensation to a volunteer who created graphics for the centennial event that were distributed through email to their donor database and Facebook subscribers. It was noted that these graphics may have played a significant role in increasing attendance from fewer than 200 registered to approximately 500 actual attendees.

Motion to pay \$250 to the Illene Broom who created graphics for the centennial event. L. O'Cain made the Motion. The vote was unanimous in favor of the motion.

The committee also discussed potentially providing a thank-you gift for Brandy, who had done extensive work for the event, though it was suggested this might be handled separately from committee funds. Drake suggested that a thank-you letter from Mayor O'Cain on official town letterhead would be beneficial for her event planning business.

Thanksgiving and Christmas Tree-Lighting/Event, Decor and Possible Wrap Event

The committee discussed the possibility of organizing a tree lighting event for the holiday season. It was noted that in the past, such events were typically sponsored by the Friends of Laurel Park.

Members recalled that previous events included music from groups such as the Hendersonville High School Symphony Band, their jazz band, or coral groups from Flat Rock Playhouse. It was mentioned that the Friends of Laurel Park have typically underwritten these events rather than organizing them.

The committee decided to bring this topic up to the Friends of Laurel Park to see if they would be interested in continuing this tradition.

Discuss Wind-Down of Centennial Committee

The committee discussed the timeline for winding down the Centennial Committee. While it was initially thought that this might be their last meeting, several additional items had come up that required attention.

The committee has decided to hold another meeting on September 8th to further discuss these matters.

The committee discussed filling the Chair position. Members thought Crowell would be a good choice for that. Crowell agreed to fill the position.

Motion to approve Crowell as Chair of the Centennial Committee. L. O'Cain made the motion. The vote was unanimous in favor of the motion.

Members expressed pride in what the committee had accomplished and acknowledged the loss of committee members Pamela and Paul, noting their contributions had been significant.

Adjournment

The meeting adjourned at 12:24pm. O'Cain made the motion. The vote was unanimous in favor of the motion.