



Centennial Committee
Regular Meeting Minutes
January 8, 2024 – 11:30 a.m.

Co-Chair Dunn called the Regular Centennial Committee Meeting to order at 11:30 a.m. on January 8, 2024.

The following attended at Town Hall, 441 White Pine Drive, Laurel Park NC 28739:

- Co-Chair Kristin Dunn
- Phil Drake
- Jim Wilson
- Knox Crowell
- Gary Anderson
- Lutrelle O’Cain
- Town Manager Alex Carmichael
- Town Clerk Tamara Amin

The following were absent:

- Co-Chair Paul Hansen
- Pamela Sacco

APPROVAL OF THE AGENDA

Town Clerk Amin asked to add newspaper insert discussion to new business and discussion of vineyards to old business. Mr. Drake asked to add Laurel Park Centennial Sticker to new business. Mr. Anderson asked to add Scavenger Hunt to old business. Co-Chair Dunn asked to add Budget under old business. Mr. Anderson moved to approve the amended agenda. The vote was unanimous in favor of the motion.

APPROVAL OF THE MINUTES

Mr. Drake moved to approve the minutes of September 11, 2023. The vote was unanimous in favor of the motion.

OLD BUSINESS

VINEYARD DISCUSSION

The Committee discussed vineyard options. Co-Chair Dunn said that the \$25/bottle price that she had received was too high. Mr. Wilson said when he last discussed with Mr. Hansen the possibility of involving another winery, about 6 weeks ago, he suggested Stone Ashe Winery. It was his understanding Mr. Hansen would contact them.

Town Manager Carmichael reminded the Committee that the Town can't sell wine. The Town can give it away or have someone sell it. In order to sell or even have it at the Parks the Town would need an ordinance amendment.

Co-Chair Dunn said she would let Ms. Sacco know and decided to table it until Co-Chair Hansen was present.

SCAVENGER HUNT

Mr. Anderson said he has been working on a rough draft for a scavenger hunt for the 19 Historical Markers. The Committee reached a consensus that this would be a wonderful to pursue and once completed they would receive a small token from the Town. Mr. Anderson said he would get a rough draft put together and present it to the Committee.

Co-Chair Dunn introduced Ms. Lutrelle O'Cain as a new member of the Committee.

BUDGET

The Committee discussed sponsorships for twelve months of celebrations and not having a sponsor for each one. Co-Chair Dunn asked what the Committee currently had in their budget. Town Manager Carmichael said he would have to find out. Co-Chair asked to check with Finance Officer Medlin about solicitations. Town Manager Carmichael said the Town can rely on Friends of Laurel Park or form a new 501-C3.

Mr. Carmichael said the Friends would serve as the fiscal agent of the Town. Mr. Wilson said the Friends Board would have to approve any arrangement with the Town. Furthermore, it would be best if the Friends' annual fundraising not occur close in time to the Centennial, and he proposed a start date of July 1 for the latter. Mr. Wilson said there is a Friends meeting tonight and he will discuss this item.

NEW BUSINESS

FEBRUARY 2025 GALA DATES

Co-Chair Dunn said Mr. Anthony from the Country Club said he is willing to have a Gala any Saturday in February 2025. The price would be \$65 per person, but Co-Chair Dunn does not know what it includes. Since the date of incorporation for the Town was February 28, 1925, the Committee suggested having it on Saturday, March 1, 2025. Co-Chair Dunn will speak to Mr. Anthony. Ms. O'Cain said the Committee should reach out to Crate to see if they are willing to donate some wine and reach out to other members about sponsoring or donating food. Mr. Wilson said he had been asked to find out the cost of having the Russ Wilson Orchestra perform at the gala. He learned the cost of the full orchestra, including a vocalist, would be \$5,000.

Co-Chair Dunn said she will come up with a budget for marketing, advertising, food, beverage, band, and dance floor. Mr. Crowell said the Committee should have a rain or snow date, maybe the following Saturday.

CENTENNIAL FLAG DESIGN

Mr. Wilson said a Friends of Laurel Park member proposed designing a flag and banner to put on the Hebron Road flagpole and in front of Town Hall. They suggested turning it into a competition among artists to design the flag.

NEWSPAPER INSERT DISCUSSION

Mr. Wilson said the City of Hendersonville had a 100 page insert when it was their Centennial year in the Times News and the Lighting. The Committee had lots of questions about likelihood of attraction, standard size, cost and other items. They decided to table the discussion until Co-Chair Hansen comes back.

LAUREL PARK CENTENNIAL STICKER

Mr. Drake asked if the Committee was interested in having Laurel Park stickers. He said the cost would be \$200 for 300 stickers. Those can be sent to all residents or given as prizes for the scavenger hunt.

Mr. Crowell said he and Co-Chair Hansen are working on a book for the Centennial. He was wondering if anyone had postcards or anything to share. Mr. Drake said he has some and he will get them to Mr. Crowell.

Co-Chair Dunn asked the Committee to come up with ways to generate excitement before January 1, 2025. The Committee talked about mailed newsletter with a save the date and a bear in the park.


Mr. Anderson said the Committee needs to come up with bullet points, nail down dates and secure sponsorships.

ADJOURNMENT

The next meeting is February 12, 2024.

There being no further business, Co-Chair Dunn adjourned the meeting at 12:33 p.m. on motion by Mr. Crowell.

ATTEST:



Co- Chair Kristin Dunn