City of Merced 125th Anniversary Celebration Committee Meeting Notes – November 19, 2013

A. PURPOSE

The meeting began at 6:02 pm. The meetings main purpose of beginning the initial planning process for the organization of the City of Merced's 125th Anniversary Celebration was explained to the group in attendance. Co-Chairpersons MIKE MURPHY and MARY-MICHAL RAWLING introduced themselves to the group.

B. GROUP BREAKOUT SESSIONS

The group was broken into two smaller working groups led by Co-Chairs MURPHY and RAWLING to answer the following questions:

- 1. What type of celebration should commemorate the event and what planning process should accomplish this? What date should the celebration be scheduled on?
- 2. How should the event be organized? How should sub-committees be formed?

The following notes were compiled from the working groups:

1. WHAT TO CELEBRATE:

- Education
- Transportation Evolution & Development
- Agriculture & Water/Bread Basket
- Our Heritage/Fabric of Merced Diversity—community, ethnic and religious
- Transportation
- Food
- Fun/Ourselves/Our City
- Mercy Gulch Days
- 2014—Yosemite National Park Anniversary, Coordinate Events
 - o John C. will get dates
- UC Merced Transition—Bringing Together Old & New
- Founding Fathers
- Social Changes—Population Diversity
- Architecture & Art (Entertainment & Fun)
- Merced Theatre
- Historic Neighborhoods Stories & Preservation

- Experience Merced Who we are, Landscape, Future Accomplishments
- Tree City
- Bike City
- Accomplishments of the People
- Castle Ties to Merced
- Families of Merced—History of/How & Why They Came to Merced, Events Surrounding Them, Highlight Families Weekly
- Entrep. With a Link from Past to Future
- Happy Parks—End of Aug.
- Wilderness Act
- MERCO--\$104,000
- How Merced has Changed in the Last 25 Years
- Merced College, UC Merced, High Schools
- Art Hop, Multicultural Arts Center
- McNamara Park
- Early Pioneers/Notable Public Figures
- Railroads
- Zoo
- County Fair
- Music Evolution
- Merced Courthouse Celebration
- Government/Evolution of Business, History—Main Street
- Sounds, Faces, Atmosphere of Merced
- Medical Advancements
- Enormous Timeline
- Gateway to Yosemite
- Geographic Footprint Enlarged
- Youth Group Emergence
- Cruising Across CA-99
- Automotive Restoration
- Wastewater, Facilities Development and Improvement Requirements

2. HOW TO CELEBRATE:

- Past, Present, Future, over multiple days
- Weekends—every weekend
- One Per Month, With Dedication to Different Topics
- Different Venues—Courthouse & Park, UC Merced
- Similar to Atwater—3 Day Event featuring laser show, games & BB, people, planted tree @ Bloss House and time capsule

- Look at already scheduled events and piggyback talent show, Love Merced, Concert in the Park
- Week long, with different events throughout the week
- Do many things throughout the year
- 200 Volunteers for 4-day event
- Showcase what we already have and build up to the big b-day party with multiple events throughout the year
- Parade/Christmas Parade Finale, Veteran's Day Parade, Main Street Parades
- Band Review
- Historical Downtown
- Highlight 125 years of Merced
- Pageant
- Classic Car Show—Cruisin' and Fairgrounds
- Essay/Movie Making Contest for High School Students
- Service Days Throughout the Year
- 125 Things To Do in Merced
- Community Run/Marathon
- KYOS Radio Station/Media Involvement
- Four Different Venues
- Fundraising
- Flags and Banners
- Food Fair—Cake & Ice Cream
- Exhibits
- Concerts
- Timeline/Story Telling
- Gateway Arches
- Pictures/Videos
- Festival
- Time Elapsed Documentary
- Government Proclamations/Presented on Birthday
- Plant Evergreen Trees (#125)
- Build Up to Events, Put Caps in Place
- Big Finale
- Create an Event on Streets of Merced Facebook Page

3. WHY?

- Expand Awareness
- Bring Others into Merced/Community
- Positive P.R.

C. <u>FUTURE PLANNING</u>

It was decided the next Committee meeting would take place on Monday, December 9, 2013, at 6:00 pm in the Council Chambers on the 2nd Floor of the Civic Center, 678 W. 18th Street, Merced.

D. FOLLOW UP

Topics to be discussed at the next meeting are the organization of the Committee, assignments to the sub-committees, and the major event theme.

E. ADJOURNMENT

The meeting was adjourned at 7:15 p.m. to the next regularly scheduled meeting.