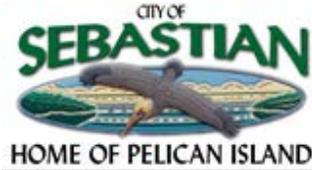


**CENTENNIAL CELEBRATION TASK FORCE
AGENDA
MONDAY, JANUARY 9, 2023 – 10:00 A.M.
CITY COUNCIL CHAMBERS
1225 MAIN STREET, SEBASTIAN, FLORIDA**

- 1. ORDER**
- 2. REPORTS**
 - A. Staff Items**
 - a. Minutes from December 12, 2022 meeting
 - b. Proclamation
 - c. Christmas ornament idea
 - B. Marketing & Promotion**
 - a. Finalize magazine
 - C. Art**
 - a. Discuss pictures for the coloring book
 - D. Historical**
 - E. Parades & Special Events**
 - F. Sponsorships**
 - a. Sponsorship template
- 3. SCHEDULE NEXT MEETING**
- 4. ADJOURN**

NO STENOGRAPHIC RECORD BY A CERTIFIED COURT REPORTER WILL BE MADE OF THE FOREGOING MEETING. ANY PERSON WHO DECIDES TO APPEAL ANY DECISION MADE BY THE CITY COUNCIL, BOARD OR AGENCY WITH RESPECT TO ANY MATTER CONSIDERED AT THIS MEETING OR HEARING WILL NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDINGS IS MADE, WHICH RECORD INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE HEARD. (F.S.286.0105)

*IN COMPLIANCE WITH THE AMERICAN WITH DISABILITIES ACT (ADA) OF 1990, ANYONE WHO NEEDS A SPECIAL ACCOMMODATION FOR THIS MEETING SHOULD CONTACT THE CITY'S SEATING ADA COORDINATOR AT 388-8226 – ADA@CITYOFSEBASTIAN.ORG AT LEAST 48 HOURS IN ADVANCE OF THIS MEETING.
TWO OR MORE ELECTED OFFICIALS MAY BE IN ATTENDANCE AT THIS MEETING.*



**CENTENNIAL CELEBRATION TASK FORCE
MINUTES
MONDAY, DECEMBER 12, 2022 – 10:00 A.M.
CITY COUNCIL CHAMBER
1225 MAIN STREET, SEBASTIAN, FLORIDA**

Staff Present

Brian Benton, Leisure Services Director
Cathy Testa, Records Specialist
Jeanette Williams, City Clerk
Paul Carlisle, City Manager

Participants Present

Marc Gingras Michelle Morris
Britney Melchiori
Cara Irwin
Donna Ware

1. ORDER

The Centennial Celebration meeting was called to order at 10:00am

2. REPORTS

A. Staff Items

MOTION by Cathy Testa and a SECOND by Jeanette Williams to approve the minutes from November 21, 2022. MOTION approved by unanimous voice vote.

B. Marketing & Promotion

Brian explained that he had a meeting with Gregory Enns, the publisher of the Indian River Magazine, who published the Vero 100 Magazine for Vero Beach's Centennial. He said Vero Beach let Indian River Magazine sell the sponsorship ads so all the sponsorship monies went to the Indian River Magazine. Vero Beach then sold the magazine to the public for \$5.00. Brian conveyed that we do not want to follow that concept because we don't want sponsors to be hit up twice to be a sponsor for the magazine and a sponsor for the City's centennial celebration. The other option he and Mr. Enns spoke about was the City paying Indian River Magazine directly for the magazine then all the sponsorship money that comes into the city we can control where the sponsorship ads go. We can also set a price to sell the magazines. Brian described the details of magazine style that was discussed at the last meeting. Brian will get an itemized proposal broken down to what it would cost for them to write so many articles and us provide them with so many articles.

Paul suggested checking with the Indian River Sheriff's office print shop or the Schools saving costs.

It was agreed to have the larger style magazine made to promote the Centennial.

MOTION by Paul Carlisle and SECOND by Cathy Testa to go forward with the larger style magazine for the event and look into cost saving options for the printing with either the Sheriff's Office or the Schools. MOTION approved by unanimous voice vote.

C. Art

Britney showed the pictures that were chosen at the last meeting in coloring book form.

Paul would like the pelican stamp to be one of the pictures for the coloring book.

Brian suggested the deadline for the coloring book pictures be before the next meeting so the pictures can be approved at the next meeting.

D. Historical

Jeanette reported that Captain Tim Wood will be giving a presentation on the "Early Policing in Sebastian" at the North County Library on January 18, 2023 @ 6pm. MIS Manager, Barbara Brooke-Reese will film the presentation for rebroadcasting during the Centennial year on the City's Channel.

E. Parades & Special Events

The Centennial parade will be combined with the Christmas parade in 2024. The full parade route will be used which is Davis St. to Riverview Park and the City will have a float in the parade.

F. Sponsorships

a. Patti Williams will be adding more names to the list. The list is on the share drive for everyone to view. We need to start talking with sponsors at the beginning of the 2023 so sponsors can budget for it and we hit the deadline of November 2023.

b. The sponsorship template almost ready. Britney & Cara need the letter from the Mayor and any pictures or historical tidbits.

c. Cathy created a template for the photo contest and asked for feedback on the number of photo entries to allow, it was suggested that only two entries be allowed.

Brian recommended a deadline of June or July 2023 for the photo entries.

3. NEXT MEETING

The next meeting is scheduled for January 9, 2023 at 10:00am

4. ADJOURN

Being no further business the meeting was adjourned at 10:45am.



PROCLAMATION

INVITATION TO CELEBRATE

WHEREAS, the City of Sebastian will be celebrating its 100th Birthday on December 8th 2024; and

WHEREAS, the City intends to celebrate all year long beginning in January 2024. The opening celebration will begin with the Fine Arts and Music Festival in January and end with a day of festivities on December 8, 2024. Monthly events will offer a myriad of ways to capture enthusiasm and energy that have forged a lasting legacy of paradise for the last ten decades; and

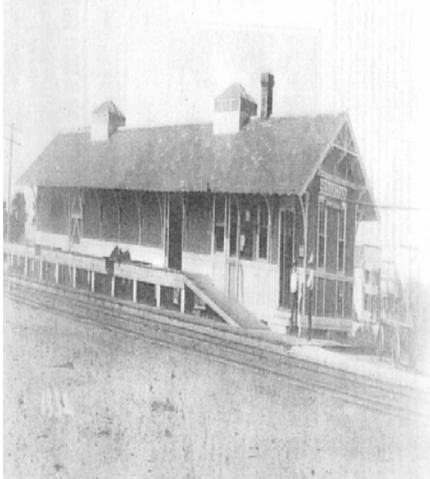
WHEREAS, everyone is invited to participate. Whether you have historical photos or stories to share of Sebastian over the years; or celebration ideas. The Centennial Task Force would love to hear them as a dozen months are needed to capture the flavor of Sebastian's proud history featuring its many local landmarks and stakeholders.

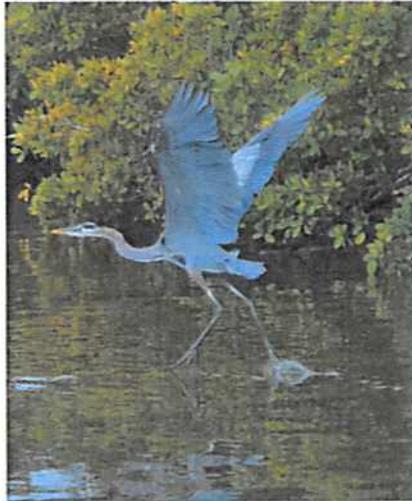
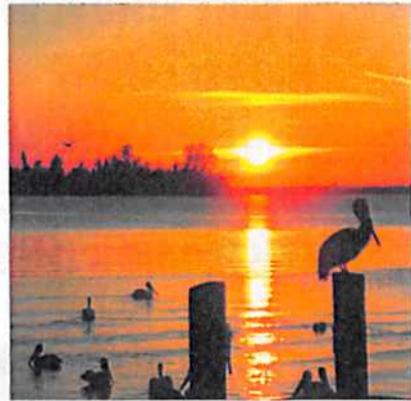
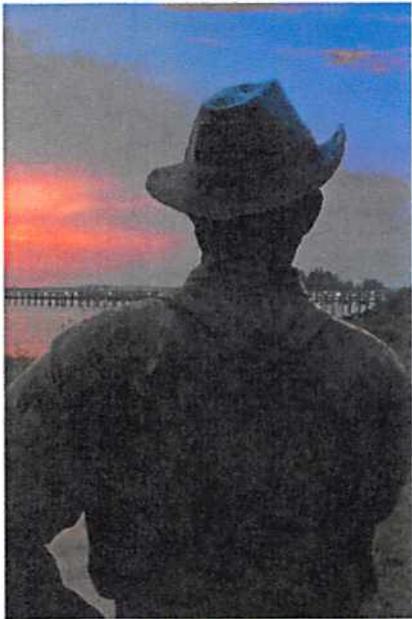
NOW, THEREFORE, I, Fred Jones, Mayor of the City of Sebastian, do hereby proclaim the New Year of 2023 as the Planning and Organizational Year for the City's year-long celebration of its 100th birthday and urge all of the residents, businesses, civic organizations, faith groups and pioneer families of this community to support and participate in the celebrations to be held during 2024.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City of Sebastian to be affixed this 25 day of January, 2023.

City of Sebastian, Florida

Fred Jones, Mayor



A stylized logo for the centennial celebration. It features a blue pelican perched on a black post that is part of the number "100". The "00" is in large, bold black letters. Above the numbers are colorful fireworks in yellow, blue, and green. A blue wave graphic is positioned below the "100".

SEBASTIAN
CENTENNIAL CELEBRATION
1924 - 2024

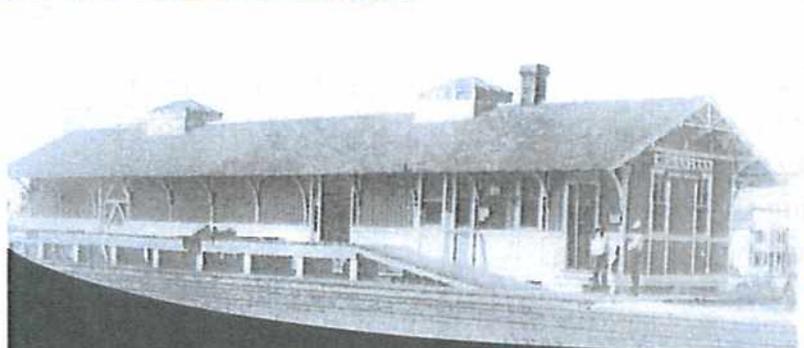
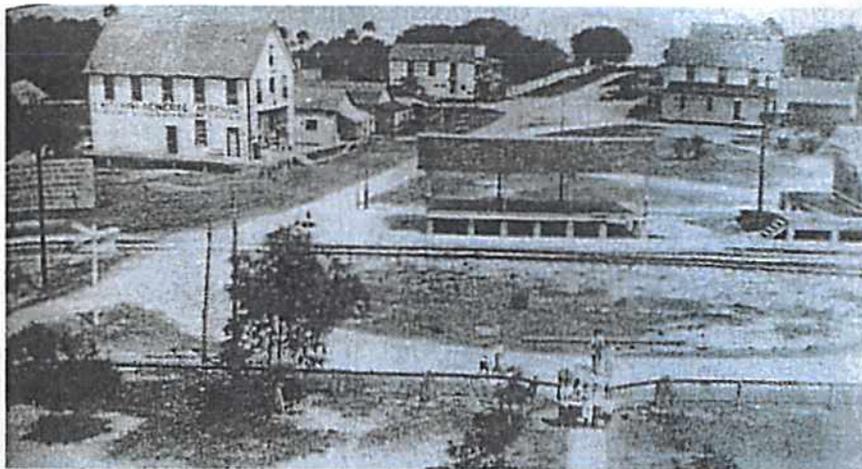


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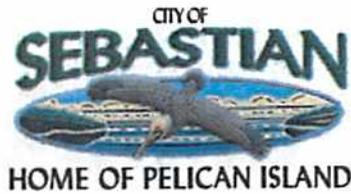
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HISTORY

The area of Sebastian, Florida was first inhabited by Ais Indians in the 1700's. In the late 1800's it emerged as a small fishing village and it wasn't long after the arrival of Henry Flagler's locomotives along the Florida East Coast Railway that the area flourished as a trading post for fishing, citrus, boating, outdoor enthusiasts, and locals alike.

Today, the quaint riverfront "fishing village" boasts the rankings of the largest city in Indian River County and biggest population center between Palm Bay to the northwest and Fort Pierce to the southeast. Home to a community of just over 25,000, it's a neat little place to go sightseeing, enjoying food & drinks along the Indian River Lagoon, or have a true "Old Florida" fishing experience.



OFFICE OF THE MAYOR

1225 Main Street, Sebastian, FL 32958 • (727) 224-5246

January 1, 2023

The City of Sebastian will be celebrating its 100th birthday on December 8, 2024. Leading up to this momentous birthday, the Sebastian City Council has appointed a Centennial Task Force Committee to plan celebration events throughout the year by co-hosting the annual festivals in Riverview Park featuring delicious food, live music, children's activities, local crafts and more. Additionally, there will be a July 4th Parade followed by a spectacular firework show and a Christmas/birthday parade planned for December 7th.

On the City's birthday, December 8, 2024, the Task Force Committee is planning an exciting day-long celebration in Riverview Park to include a visit from the Teddy Roosevelt impersonator along with cake and ice cream ending with a fireworks display fitting for a magnificent 100th year celebration.

We are asking for your support to make this year-long celebration a great success for residents and visitors alike in 2024. There are several different levels of sponsorship available.

We have been fortunate to call this beautiful city home and I hope you will join me in taking this opportunity to celebrate our piece of paradise that we enjoy!

Sincerely,

Fred Jones, Mayor
City of Sebastian

CENTENNIAL CELEBRATION

SPONSORSHIP OPPORTUNITIES

Join the party and help us celebrate the City of Sebastian's 100th birthday!
Tailored sponsorship opportunities are available upon request.

Contact Cathy Testa for more information:
(772) 388-8209 or ctesta@cityofsebastian.org



TURTLE

\$1,000

- Quarter Page ad in Sebastian at 100 Magazine
- Recognition on the Centennial Celebration website
- Social Media recognition
- (4) Centennial Celebration T-Shirts
- Company logo on sponsor banner displayed at the Centennial Celebration
- Business name in the Centennial Celebration Birthday program



OLD GROUCHES

\$500

- (2) Centennial Celebration T-Shirts
- Recognition on the Centennial Celebration website
- Social Media recognition
- Business name in the Centennial Celebration Birthday program



FRIENDLY PEOPLE

\$100 - \$300

- Recognition on the Centennial Celebration website
- Business name in the Centennial Celebration Birthday program



PELICAN \$10,000

- Premium Ad space in Sebastian at 100 Magazine
- Recognition on the Centennial Celebration website
- Year Long Social Media recognition
- (10) Centennial Celebration T-Shirts
- Company logo on sponsor banner displayed at the Centennial Celebration events throughout the year
- Company logo printed on the back of the Centennial T-shirts
- Company logo on a banner located on stage at the Centennial Celebration
- X copies of magazine
- Logo recognition in the Centennial Celebration Birthday program



TREASURE SHIP \$5,000

- Full Page ad in Sebastian at 100 Magazine
- Recognition on the Centennial Celebration website
- Social Media recognition
- (8) Centennial Celebration T-Shirts
- Company logo on sponsor banner displayed at the Centennial Celebration events throughout the year
- Company logo on a banner located on stage at the Centennial Celebration
- Logo recognition in the Centennial Celebration Birthday program

QR CODE



PARADISE \$2,500

- Half Page ad in Sebastian at 100 Magazine
- Recognition on the Centennial Celebration website
- Social Media recognition
- (6) Centennial Celebration T-Shirts
- Company logo on sponsor banner displayed at the Centennial Celebration events throughout the year
- Logo recognition in the Centennial Celebration Birthday program

SCAN TO FILL OUT SPONSOR FORM ELECTRONICALLY



**FOLLOW ALONG ON FACEBOOK OR OUR WEBSITE FOR
CENTENNIAL UPDATES AND HISTORY PRESENTATIONS!**

FACEBOOK:



CITYOFSEBASTIAN.ORG





2024 CENTENNIAL CELEBRATION SPONSORSHIP FORM

DEADLINE NOVEMBER 1, 2023

To be included in printed materials

The City of Sebastian is excited to celebrate its 100th birthday on December 8, 2024. Beginning January 2024 there are several events planned which include the Fine Arts and Music Festival, Shrimpfest & Craft Brew Hullabaloo, Clam Bake Lagoon Festival, Sebastian River Art Club, Craft Club of Sebastian, the Chamber of Commerce Concerts in the Park, the Earth Day Celebration, Fourth of July Parade, Christmas Parade and a Centennial Birthday Party in Riverview Park on Sunday December 8, 2024.

Please refer to the Calendar of Events to see when to find the Centennial Celebration Tent.

All donations, no matter how small, will receive recognition in the Centennial Celebration Program. We are asking for your support to make this historic celebration a great success for our community, and appreciate your consideration.

SPONSOR INFORMATION

Company Name (as it will appear in advertising): _____

Contact: _____

Mailing Address: _____

Phone: _____ Email: _____

Sponsor Level: _____ for \$ _____

- Please make check payable to The City of Sebastian.
- Sponsorships must be received by **November 1, 2023** to ensure recognition in the printed materials.
- Contact Cathy Testa at 772-388-8209 or via email at ctesta@cityofsebastian.org with any questions or for further information.

Guidance for logos: Logo must be in high resolution .jpg files suitable for enlarging on venue signage.

Send this completed form and your company logo to:

**Mail to: Attn: Cathy Testa, c/o City of Sebastian
1225 Main Street, Sebastian, FL 32958**

**Contact Cathy Testa for more information:
(772) 388-8209 or ctesta@cityofsebastian.org**

