

**CENTENNIAL CELEBRATION TASK FORCE
AGENDA
MONDAY, APRIL 17, 2023 – 10:00 A.M.
CITY COUNCIL CHAMBERS
1225 MAIN STREET, SEBASTIAN, FLORIDA**

1. ORDER

2. REPORTS

A. Staff Items

- a. Approve minutes from the March 23, 2023 meeting

B. Marketing & Promotion

- a. Tote bag design and proposal
- b. Thermo bag design and proposal
- c. Centennial coin design and proposal
- d. Centennial pin design and proposal
- e. Banner proposals
- f. Flag proposal

C. Art

- a. Discuss essay contest
- b. Discuss artists donating drawings to raise funds
- c. Discuss adding additional pages to the coloring book

D. Historical

- a. Report from meeting with the Sebastian Area Historical Society

E. Parades & Special Events

F. Sponsorships

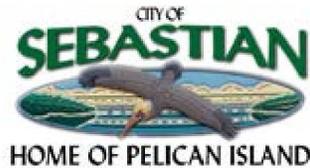
- a. Sponsorship update

3. NEXT MEETING SCHEDULED FOR

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
THURSDAY MARCH 23, 2023 – 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 Sally Maio
Britney Melchiori Cara Irwin
Patti Williams

1. ORDER

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

2. REPORTS

A. Staff Items

a. Minutes Approval

MOTION by Ms. Testa and a SECOND by Mr. Carlisle to approve the minutes from February 13, 2023. MOTION approved by unanimous voice vote.

b. Indian River Magazine proposal

Mr. Benton said he met with Mr. Enns, the preliminary proposal is \$17,350 it includes 5,000 copies with 48 pages plus the four cover pages, they would provide the content, design and editing of the magazine. If we need additional pages the cost would be around \$3,000 for each additional 16 pages.

Mr. Benton would like to get approval from the committee so he can present the proposal to City Council at the next meeting. The Magazine deadline for articles would be late November in order to have enough time to get it to the printer.

Mr. Enns also told Mr. Benton that the articles written by committee members or by members of the public would reduce the cost because the proposal included all of the articles to be written by Indian River Magazine.

Mr. Carlisle suggested to get Council approval for the total amount to include additional pages.

Ms. Melchiori asked if Mr. Enns was offering us any type of discount. Mr. Benton said the original proposal was \$20,000 and the new proposal is \$17,350 and it includes a digital format of the magazine plus they will advertise in both their Indian River and Space Coast magazines leading up to it to help promote sponsorships.

MOTION by Ms. J. Williams and a SECOND by Ms. Testa to submit the proposed amount along with the amount for additional pages to City Council for their approval. MOTION approved by unanimous voice vote.

c. Discuss the photo contest for the Indian River Magazine

Ms. Testa presented the form for the rules and regulations of the Indian River Magazine photo contest. It will be put on our website and also attached to the Chamber of Commerce email blast. The deadline for the contest will be July 31st 2023. Ms. J. Williams suggested putting the information on the City Council agenda under Committee Reports.

B. Marketing & Promotion

a. Update on the centennial website

Ms. J. Williams said that the MIS department started on the website and it looks really good. MIS is looking for text to add to the website. Ms. J. Williams said she likes the calendar MIS has at the bottom of the website counting down the months, days and hours until the actual birthday.

C. Art

a. Discuss coloring book picture historical significance phrases

All phrases were received except for the picture of the men on horses. The phrases will be sent to the Marketing Branch by the end of next week so the coloring book can be finalized.

b. Discuss production and distribution of the coloring book

Mr. Benton reached out to the Sheriff's Department who will print the coloring book. It was decided by the committee to distribute the coloring books during the next fiscal school year and make the deadline for students to submit their picture at the end of September.

D. Historical

a. Discuss list of article topics for the Indian River Magazine

Ms. Maio distributed the list of the articles she has been working on for the magazine. Mr. Benton asked how long the articles are, he wants to get an idea of the space needed. Ms. Maio said the Old Grouches article is four pages but most of the other articles are shorter. Mr. Benton said articles that don't make it into the magazine would be put on our website.

E. Parades & Special Events

Mr. Gingras said he will be getting together with each of event coordinators this summer to find how they want to incorporate the centennial into their event. They are all excited to be a part of the centennial celebration.

F. Sponsorships

Mr. Benton said the sponsorship package is finalized. He advised everyone to start pushing to get the information out to the public. He said we need commitments to see where we stand. Ms. P. Williams said now that the email blast is going out to everyone we can refer them to the email for information. Ms. Melchiori said they are also working on posters that will contain sponsorship information and placed throughout the city.

3. NEXT MEETING

The next meeting is scheduled for Monday April 17, 2023 at 10:00am

4. ADJOURN

Being no further business the meeting was adjourned at 10:43am.

Sales Quote

Q37059

April 12, 2023
Page 1 / 1



MARCO Promos LLC
2640 Commerce Drive
Harrisburg, PA 17110

Bill To :
City of Sebastian
City of Sebastian
1225 Main Street
Attn : Cathy Testa
Sebastian, FL 32958
USA

Ship To :
City of Sebastian
City of Sebastian
1225 Main Street
Attn : Cathy Testa
Sebastian, FL 32958
USA

Promo Code
Customer PO
Shipment Method Ground

Salesperson John L Holey
Email JOHN.HOLEY@MARCOPROMOS.COM
Home Page www.marcopromos.com
Phone No 800-232-1121
Account No 21044921

No.	Item	Promo Code	Quantity	Unit Price	Discount Amt	Amount
TBE-19015-LEG	80 GSM Square Shopping Tote Bag - Lime Green		150	2.23	0.00	334.50
	Decoration Process					
	PRINTED					
	Imprint Color:					
	White					
	Imprint Location:					
	FRONT					
	Product Color:					
	Lime Green					
5155	Setup Charge (per color/location)		1	35	0.00	35.00
4032	Shipping Charges		1	15.44	0.00	15.44
				Sub Total		384.94
				Inv Disc. Amount		0.00
				Sales Tax		0.00
				Total		384.94

Product Name: Square Shopping Tote Bag

Item Number: TBE-19015

Available Imprint Area: 5" h x 8" w; 3 Clr Max

Imprint Size: Maximum

Imprint Method: Screen Print

Sales Order#: Q37059

Imprint Color(s): White

Art Proof

1st Revision FREE!

Additional revisions will incur a \$25.00 fee/revision

MARCOPromos
Promote More. Spend Less. **GUARANTEED!**[®]
MarcoPromos.com • 1.877.545.9322



This proof shows the approximate size and placement of your imprint relative to the size of the product. Product and imprint colors may vary due to monitor settings.

DOTTED LINE REPRESENTS IMPRINT AREA AND DOES NOT PRINT.

SCALE: 50%

Sales Quote

Q36897

April 6, 2023
Page 1 / 1



MARCO Promos LLC
2640 Commerce Drive
Harrisburg, PA 17110

Bill To :
Cathy testa
City of Sebastian
1225 Main Street
Attn : Cathy Testa
Sebastian, FL 32958
USA

Ship To :
Cathy testa
City of Sebastian
1225 Main Street
Attn : Cathy Testa
Sebastian, FL 32958
USA

Promo Code	FTBEMAIL	Salesperson	John L Holey
Customer PO		Email	JOHN.HOLEY@MARCOPROMOS.COM
Shipment Method	Ground	Home Page	www.marcopromos.com
		Phone No	800-232-1121
		Account No	21044921

No.	Item	Promo Code	Quantity	Unit Price	Discount Amt	Amount
OD-18065-HRG	238 GSM Thermo Insulated Tote - Hunter Green		150	4.87	0.00	730.50
	Decoration Process					
	PRINTED					
	Imprint Color:					
	White					
	Imprint Location:					
	FRONT					
	Product Color:					
	Hunter Green					
5155	Setup Charge (per color/location)		1	55	0.00	55.00
4032	Shipping Charges		1	56.28	0.00	56.28
				Sub Total		841.78
				Inv Disc. Amount		60.00
				Sales Tax		54.73
				Total		836.51

Product Name: Thermo Insulated Tote

Item Number: OD-18065

Available Imprint Area: 10" h x 5" w; 2 Clr Max

Imprint Size: Maximum

Imprint Method: Screen Print

Sales Order#: Q36897

Imprint Color(s): White

Art Proof

1st Revision FREE!

Additional revisions will incur a \$25.⁰⁰ fee/revision

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DOTTED LINE REPRESENTS IMPRINT AREA AND DOES NOT PRINT.

SCALE: 50%

Jeanette Williams

From: donna@pincenter.com
Sent: Monday, April 10, 2023 1:44 PM
To: Jeanette Williams
Subject: Coin Quotes

CAUTION: This email originated from OUTSIDE our email system. PLEASE exercise caution when opening ANY attachments or clicking on links. ESPECIALLY from unknown senders.

Hi Jeanette,

Please see coin quotes below :-)

Coin Size 1-5/8" Style B & C

100 @\$3.80 ea.= \$380.

200 @\$3.60 ea.= \$720.

300 @\$3.40 ea.= \$1020.

500 @\$3.20 ea.= \$1600.

Die charge \$100.

Shipping \$16-\$37

Let me know if you have any questions.

Thanks Donna :-)

Donna Reda

Sales Representative



t: 800-553-9490
m: 702 227-6200
e: donna@pincenter.com
a: The Pin Center, 3140 S. Durango Drive
Suite 104, Las Vegas, NV 89117
www.pincenter.com

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100

SEBASTIAN

CENTENNIAL CELEBRATION

1924 - 2024



100

SEBASTIAN

CENTENNIAL CELEBRATION

1924 - 2024



1 5/8"

-  **RAISED METAL**
-  **PMS 3005**
-  **WHITE**
-  **TRANSLUCENT PMS 300**
-  **PMS 072**
-  **PM 021**
-  **PMS 100**
-  **PANTONE YELLOW**
-  **PMS 1205**

Jeanette Williams

From: donna@pincenter.com
Sent: Friday, March 31, 2023 3:24 PM
To: Jeanette Williams
Subject: RE: Centennial Pins art/quotes
Attachments: Sebastian Centennial 2024.png

Hi Jeanette,

Great to see your e-mail. See artwork attached, the best way to do this design is offset print on metal.

Pin Size 1-1/2" Offset Print

100 @\$1.65 ea.=\$165.

200 @\$1.55 ea.=\$310.

300 @\$1.40 ea.=\$420.

500 @\$1.25 ea.=\$625.

Set up charge \$85.

Shipping \$11-\$27

Please let me know your thoughts.

Thanks Donna :-)

Donna Reda

Sales Representative



t: 800-553-9490
m: 702 227-6200
e: donna@pincenter.com
a: The Pin Center, 3140 S. Durango
Drive Suite 104, Las Vegas, NV 89117
www.pincenter.com

From: Jeanette Williams <jwilliams@cityofsebastian.org>

Sent: Friday, March 31, 2023 10:42 AM

To: 'donna@pincenter.com' <donna@pincenter.com>

Subject: Centennial Pins

Hi Donna,

We are budgeting for our centennial celebration next year. I am going to try to send you the logo.

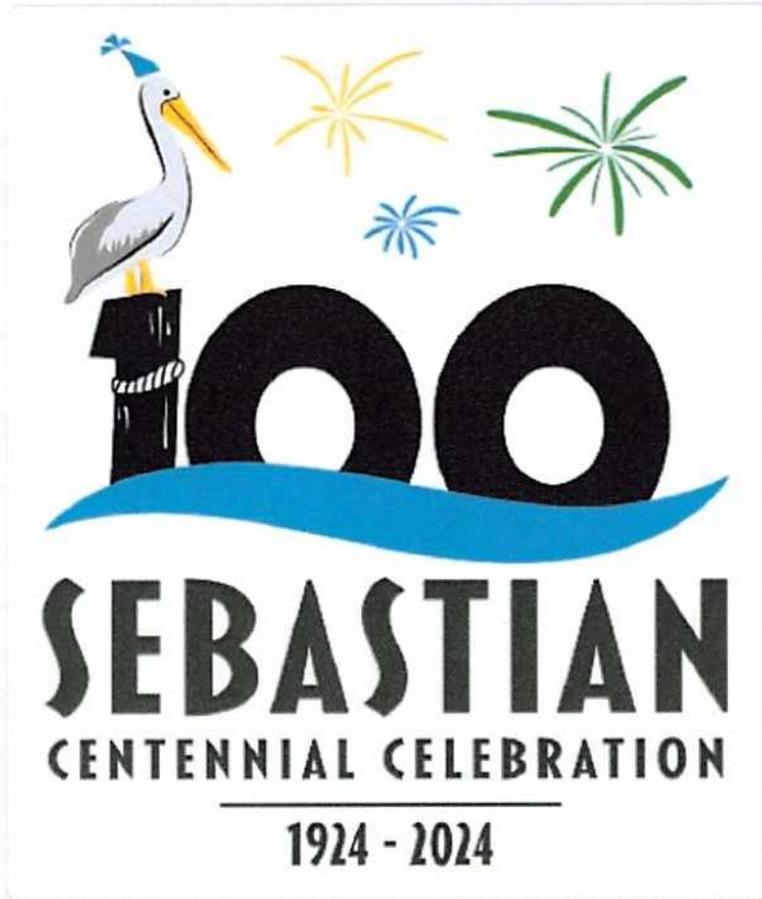
Could you give me a price quote for 100 pins, also 500 pins? I am thinking they will have to be little squares, maybe 1 ½ inch by 1 ½ inch.

Thank you,

Jeanette

City of Sebastian

OFFSET PRINT
ON STAINLESS STEEL



1 1/2"

Cathy Testa

From: Joel Mosca <joel@moscadesign.com>
Sent: Tuesday, April 11, 2023 2:07 PM
To: Cathy Testa
Subject: Re: Pole Banners

Hi Cathy,

Thank you for your email and details about this banner project.

For 130 of these banners sized 18x36" the price is \$31.66/each plus freight.

Let me know if you have other questions or would like to order.

Thank you!

Joel

On Fri, Apr 7, 2023 at 10:21 AM Cathy Testa <CTesta@cityofsebastian.org> wrote:

Good Morning Mr. Mosca,

Please see the attached vector format of our logo. 18 x 36" would be fine. We would order approximately 130 banners.

Can you provide me with a quote to bring to our next meeting on April 17th?

Thank you for your time, have a great day ☺

Cathy Testa

Records Specialist

1225 Main Street

Sebastian, FL 32958

772-388-8209

ctesta@cityofsebastian.org



Cathy Testa

From: Michael Natale <mnwwprint@gmail.com>
Sent: Thursday, April 13, 2023 5:08 PM
To: Cathy Testa
Subject: poles

CAUTION: This email originated from OUTSIDE our email system. PLEASE exercise caution when opening ANY attachments or clicking on links. ESPECIALLY from unknown senders.

almost made it by end of day

two sided 36 x 18 avenue flags
130 30.00ea
mounting kits 40.00ea
no freight charge

Michael A. Natale

World-class printing with a personal touch!

We do all types of promotional items, t shirts, labels & decals!

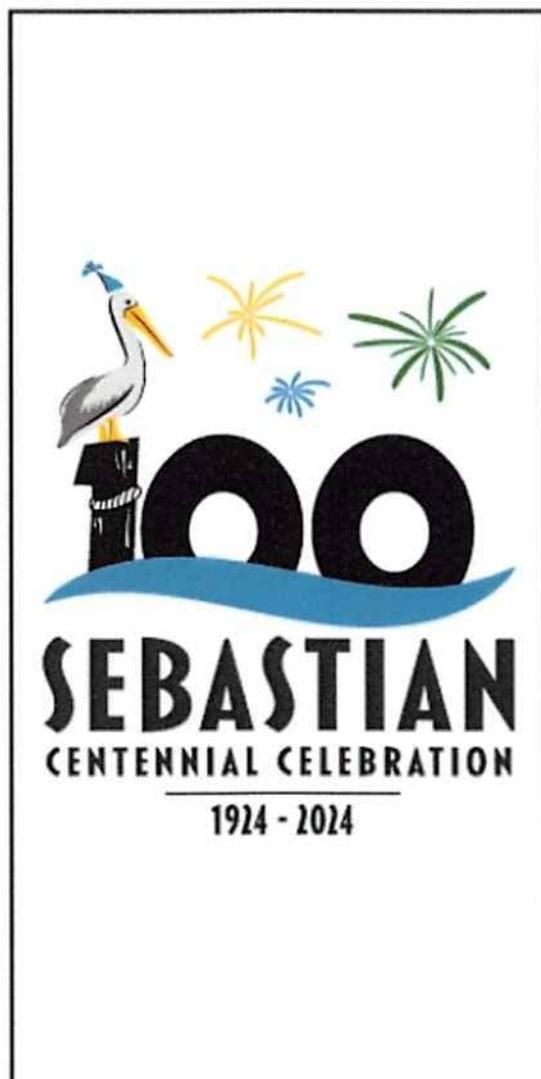
MN Worldwide, Inc.

8530 US Hwy. 1, Ste. 2 | Sebastian, FL 32976

Office: 772-664-0525 | Fax: 772-664-0526 | Cell: 954-292-1847

www.mnworldwide.com

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8450 Garvey Drive
Raleigh, NC 27616
PHONE: 919-954-0200
FAX: 919-954-0203
TOLL FREE: 800-332-6798

Sebastian

EDIT # 1 DATE 4-12-23
SIZE 18" x 36"
FABRIC VINYL
INKS DIGITAL
POCKETS 2"

**TAKE NOTHING FOR GRANTED,
PLEASE CHECK PROOF CAREFULLY.**
Illustrations are a reasonable representation
of ink colors on banner fabrics. All monitors
display differently, therefore a free color match
sample is available upon request. We are not
responsible for any errors after approval.

APPROVAL SIGNATURE

From: [Laurie Olsen](#)
To: [Cathy Testa](#)
Subject: [SPF Issue] Re: Sebastian Centennial Celebration Flags
Date: Thursday, April 06, 2023 3:17:26 PM
Attachments: [FLAG-3x5-HG SEBASTIAN 100.pdf](#)

Cathy,

We would need a vector file in order to print the flags but I was able to prepare a proof with the image you provided so you could get an idea of how it would look on a 3x5' flag. If a vector file is not available, we could recreate the logo in a vector format for \$24.99. The price for the flag would be as follows for a 3x5' single reverse flag finished with heading and grommets (same as City of Sebastian flags):

Quantity	Each Price
1-2	\$ 135.06
3-5	\$ 93.50
6-11	\$ 72.82
12-24	\$ 66.72

Let me know if you have any questions.

Laurie

Laurie Olsen
A Stars & Stripes Flag Corporation
P)800-757-0600
F)630-985-3828
www.bestcustomflags.com



MAY 2023

SUN	MON	TUE	WED	THU	FRI	SAT
30	1	2	3	4	5	6
7	8	9	10	11 1:30pm - 4:30pm IRL Citizens Advisory	12 9:30am - 12:30pm IRL Board of Directors	13
14	15	16 2pm Special Magistrate	17	18	19	20
21	22	23	24	25	26	27
28	29 Memorial Day City Hall Closed	30	31	1	2	3