



THE TOWN OF  
**Irmo**  
GATEWAY TO LAKE MURRAY

## OKRA STRUT COMMISSION MEETING

August 8, 2023 @ 6:15 PM

Irmo Municipal Building – 7300 Woodrow Street, Irmo, South Carolina

Optional Zoom Link -

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### AGENDA

- I. Call to Order
- II. Approval of Minutes from the July 11, 2023, Meeting
- III. Amendments to the Agenda
- IV. Financial Report (Ward)
- V. Old Business
  - A. Task Area Reports (Entertainment, Rentals, Food Vendors & Exhibitors, Volunteers, Parade, Sponsorship, Communication)
  - B. Marketing Plan Discussion (Robinson / Ward)
- VI. New Business
  - A. Approval to hire Cumulus Radio Station Group in the amount of \$1,000.00 for radio advertising on B106.7. (Robinson)
  - B. Approval to hire Cumulus Radio Station Group in the amount of \$1,000.00 for radio advertising on KISS 103.1. (Robinson)
  - C. Approval to hire Midlands Media Group in the amount of \$2,500.00, \$1,000.00 cash and \$1,500.00 Gold Sponsorship Trade, for radio advertising. (Robinson)
  - D. Approval to hire WLTX in the amount of \$1,000.00 for television advertising. (Robinson)
  - E. Approval to hire WFMV, WTUA, WALD, WAWN, WEAJ in the total amount of \$1,000.00 for radio advertising. (Robinson)
  - F. Approval to hire WACH Fox in the amount of \$3,025.00, \$1,525.00 in cash and \$1,500.00 Gold Sponsorship Trade, for television advertising. (Robinson)
  - G. Approval to hire Spectrum Reach in the amount of \$2,500.00 for television and streaming advertising. (Robinson)
  - H. Approval to hire Free Times in the amount of \$987.00 for newspaper advertising. (Robinson)
  - I. Approval to hire iHeart Media in the amount of \$2,000.00 for radio advertising and 2-hour remote session with Tumbleweed. (Robinson)
  - J. Approval to rent a ticket sales trailer from Will & Kris Amusements in the

amount of \$600.00. (Snipes)

K. 2024 Okra Strut Planning Update

VII. Presentation by Citizens

VIII. Adjournment

\*\*\*Next Meeting will be held August 22, 2023, at 6:15PM\*\*\*