

Okra Strut Commission Meeting  
August 8, 2023

VMP: M. Ward, P. Hawkins, S. Fulmer, M. Robinson, J. Mack  
Absent: K. Snipes, L. Sherr.

NVMP: D. Courtney, T. Horton, M. Carpenter, A. Unversaw, J. Hendricks, K. Wilcox, M. Sompel.

1815: CTO

II. Motion to approve the minutes from July 11, 2023 by M. Robinson, 2nd M. Ward, approve 4-0

III. No amendments to the current agenda.

IV: Financial; we have collected a significant amount of money and have spent less at present.

V. Old business.

Task areas; entertainment, will meet with Lauren regarding the performers locally as to where they will perform. We would like for the volunteers to wear lanyards with id in them and a map. We would like to possibly give a volunteer appreciation dinner as well. Rentals; we have golf carts but will not be using any electric carts. We are in need of a couch for the 'green room' and will get skirted tables. We are getting the beer truck with all the tv's.

Vendors; we have 83 signed exhibitors with room for 120. We have all the food vendors needed and some on stand by. we have collected \$13,012.00 of projected \$15,000.00

Parade updates: Hasbro has given permission to use "Family Game Night" as our theme for the parade. We can use the logo for a one time use.

Sponsors: we have invoiced \$53,225.00 and collected \$33,000.00 We are hoping to get a total of \$60,000.

Public safety; all slots are filled.

G. Town council has asked for credit card payments for the amusements only. This will help track point of sales, and it will cost \$320.00 and use 2 hand held devices. The Gatlack Group would be the provider and there will be a 4% service fee.

H. marketing plan discussion was held.

VI. New Business

a. Motion to approve hiring Cumulus radio station group for \$1000.00 for advertising on B106.7 by P. Hawkins, 2nd J. Mack, approve 5-0

b. Motion to approve hiring Cumulus radio station group for \$1000.00 for radio advertising on KISS 103.1 by M. Robinson, 2nd S. Fulmer, approve 5-0

c. Motion to approve hiring Midlands Media Group for \$2,500.00, \$1,00.00 cash and a \$1,500.00 Gold Sponsorship trade for radio advertising by M. Robinson, 2nd J. Mack, approve 5-0

d. Motion to approve hiring WLTX for the amount of \$1,000.00 for television advertising by P. Hawkins, 2nd M. Ward, approve 5-0.

E. Approval to hire Glory communications in the amount of \$1,000.00 for radio advertising by P, Hawkins, 2nd M. Ward, approve 5-0

F. Motion to approve hiring WACH Fox for \$3,025.00, \$1,525.00 in cash and \$1,500.00 Gold Sponsorship trade for television advertising by M. Robinson, 2nd M. Ward, approve 5-0.

g, Motion to hire Spectrum Reach for \$2,500.00 for television and streaming advertising by M. Robinson, 2nd S. Fulmer, approve 5-0

H. motion to approve hiring Free Times for \$987.00 for newspaper advertising by P. Hawkins, 2nd M. Ward, approve 5-0

L. motion to approve hiring iheart media for \$2,500.00 for radio advertising and a 2 hour remote session with Tumbleweed by M. Robinson 2nd S. Fulmer, approve 5-0.

J. motion to approve a rental of ticket sales trailer from Will & Kris Amusements for \$650.00 by P. Hawkins, 2nd M. Robinson, approve 5-0

Motion to amend the \$50.00 addition to the original 600.00 for item j and item i, approved 5-0

K. discussion for the 2024 Okra Strut 50 year anniversary.

VII. No presentation by citizens.

VIII. Motion to adjourn by P. Hawkins, 2nd M. Robinson.

1945: meeting adjourned,

E

Respectfully submitted,

P. Hawkins.