

CITY OF MCKINNEY
MCKINNEY ARMED SERVICES MEMORIAL BOARD, INC.
Wednesday, September 14, 2011
6:00 p.m., Conference Room, 1611 North Stonebridge Drive

The McKinney Armed Services Memorial Board met at the Parks, Recreation and Open Space Conference Room, 1611 North Stonebridge Drive, at 6:00 p.m.

Board members present were David Allevato, Ralph French, Curtis Rath, Ron Poynter, R.D. Foster, Kay Clifton, and Jim Nichols, as well as Parks Development Superintendent Steve Brainerd. No board members were absent.

Chairperson Allevato called the meeting to order at 6:05 p.m. Chairman Allevato introduced and welcomed three visitors to the meeting: Ms. Jennifer Dexter, Assistant Vice President – Marketing, Legacy Texas Bank; Mr. Miles Prestemon, Chief Operating Officer, Craig International, and Ms. Anna Clark, Communications and Media Manager, City of McKinney.

11-56 – Legacy Texas Bank Sponsorship

Chairman Allevato thanked Jennifer Dexter for her attendance at the meeting and invited her discuss the Bank's proposed contributions to the Veterans Memorial Park Dedication Ceremony, November 12, 2011.

Ms. Dexter stated that the Legacy Texas Bank has been previously involved in charitable contributions to servicemen and wished to be involved in the celebration of the official opening of Veterans Memorial Park. She offered Legacy Texas Bank to sponsor a family friendly event to be held on adjoining Craig Ranch property with a band, food, and beverages after the conclusion of

the ceremony at which time bank personnel would also collect items to send to troops. Ms. Dexter also offered to arrange for a tent and assist with advertisement of the dedication ceremony and related events through the bank's extensive email program. She suggested the event be named Lone Star Salute and become a yearly event.

Board members agreed to place the item for approval on the agenda for the next board meeting.

Mr. Brainerd noted that the special events permit request could be amended to include the celebration, but the tent would have to be approved by the McKinney Fire Marshall. Ms. Dexter said she could work with board members and city officials to complete necessary actions.

Mr. Miles Prestemon, Chief Operating Officer, stated Craig Ranch's cooperation with the use of the adjoining property and offered to assist in any way necessary. He also noted that the use of a tent would require insurance verification.

Chairman Allevalo thanked Ms. Dexter and Mr. Prestemon for their contributions.

11-57 – Approve August 10, 2011 Minutes

Copies of the minutes of August 10, 2011, were distributed and discussed. Approval of the minutes was tabled until the next board meeting.

11-58 – Appreciation to Outgoing Board Members

Noting the expiration of their terms of service at the end of September, Chairman Allevato and other board members expressed appreciation to Mr. Nichols and Ms. Clifton for their work on the MASMB.

11-59 – Discuss 2011 Veterans Day/Park Dedication Ceremony

Chairman Allevato opened the discussion regarding the Veterans Day and Park Dedication Ceremony, stating that the order of the program has been finalized and speakers confirmed.

Board members discussed the anticipated attendance for the Park Dedication Ceremony and decided to prepare for 1000 attendees. Mr. Foster stated he would attempt to find a business to sponsor the printing of 1000 commemorative programs.

Board members discussed parking and transportation from the parking area and La Quinta Inn. Mr. Brainerd noted that the City of McKinney has a 13 passenger van that could be utilized. Mr. Prestemon said that Craig International would provide the Craig Ranch Trolley free of charge for the day. He noted that the Smiles Charity 5K Run around Craig Ranch was scheduled for the early morning, but felt he could separate the parking for the two events.

Mr. Prestemon said he would check on banners for light poles around the area and provided contact information for the Times Square underground parking garage, which might be available for use.

Chairman Allevato noted that the McKinney North Choir will have 345 members at the ceremony, one person for each name on the Wall of Honor. He expressed appreciation for the hard work of Choir Director Nelms and choir. He said a smaller choir group from McKinney North will also be performing at the Sundown Ceremony.

Chairman Allevato said he has contacted local radio stations, who will provide advertisement spots beginning in October. Mr. Foster noted that his article regarding the memorial will be in the next McKinney Living Magazine.

Mr. French said he has received notification of the two essay winners and expects to have the essays soon to be printed as inserts in the commemorative programs. He also stated he is organizing the purchase of the challenge coins and is obtaining a high resolution graphic of the coins for the commemorative booklet.

Chairman Allevato indicated that further discussions of these issues would continue at the October board meeting.

11-60 – Discuss 2011 Sundown Ceremony

Chairman Allevato opened the discussion on the Sundown Ceremony to be held at sundown on November 11, 2011, and asked Mr. Poynter for an update.

Mr. Poynter provided a sample of the booklet to be placed on the podium for the readers of the Wall of Honor names. He said the order of the ceremony is established.

Mr. Foster said he had confirmed all readers of the Wall of Honor names.

Chairman Allevato said that a small choir group from McKinney North High School is preparing two songs for the beginning of the program.

Ms. Anna Clark noted she would include the Sundown Ceremony when marketing the Veterans Day/Park Dedication Ceremony.

Mr. Brainerd stated that if more than 100 attendees for the ceremony are anticipated, EMT services would need to be requested 45 days prior to the event. Chairman Allevato said that he would work with board members to amend the event application for both ceremonies, including the action needed for a tent.

11-61 – Approve Expenses for Park Dedication/Sundown Ceremony

Board members discussed proposed expenditures for the ceremony. After discussions, board members agreed that approval of \$6000 would cover all expenses. Chairman Allevato noted that if a sponsor can be located for the printing of the commemorative programs, the expenditures will decrease significantly.

Board members tabled approval of expenditures until the next board meeting.

11-62 – Discuss Memorial Facebook Fan Page

Mr. French reported the memorial Facebook page had 100 fans and was expected to grow with the opening of the park. Ms. Clark stated that the Communications and Marketing Division will put a link to the Facebook page when reporting events. Chairman Allevato thanked Ms. Clark for her assistance in advertising and promotion of the November events.

11-63 – Discuss Fundraising

Chairman Allevato stated that the McKinney North Choir had designed tee shirts advertising Veterans Memorial Park and had offered to share a portion of the proceeds.

Chairman Allevato reported that there are six granite pieces available to develop plaques to key donors. Board members discussed whether to attempt to affix challenge coins on the plaques or have them engraved. Mr. Foster said he would contact engravers to check the cost.

Other fundraising activities were discussed with further discussions at future board meetings.

11-64 – Citizen Comments

There were no citizen comments, other than the above stated discussions regarding the Park Dedication Ceremony at Veterans Memorial Park in McKinney.

Adjournment

Chairperson Allevato suggested the next board meeting be held on Monday, October 17, 2011, in the Conference Room of the Parks, Recreation and Open Space Administrative Office, 1611 North Stonebridge Drive, at which time Oaths of Office will be administered for new board members and elections for officers will be held.

On a motion by Mr. Poynter and seconded by Mr. Nichols, the meeting was adjourned at 7:48 p.m.

DAVID ALLEVATO
Chairperson