

## Roeland Park 75th Anniversary Planning Committee

### Meeting Minutes – December 17, 2025

**Time:** 6:00 - 7:30 PM

**Location:** Virtual

**Members Present:** Jonna Crosby, Benjamin Dickens, Ruth Feldblum, Shea Geist, Harold Morales, Jan Peters, Michael Poppa, Nathan Brungardt

**Members Absent:** Katie Garcia, Emily Hage, Debbi Shraeder

**Additional Attendees:** Keith Moody

#### 1. Welcome & Call to Order

- A. Roll call: members present as noted above
- B. Approval of minutes from November meeting: minutes were not presented

#### 2. Subgroup progress updates

- A. RoeFest Subcommittee
  - a. Location: Subcommittee presented draft [Site Map](#) for Price Chopper/Lowes and reviewed tentative schedule.
  - b. Budget: Reviewed draft budget
  - c. Date: Both Lowes and Price Chopper can work with Oct 3 and Oct 10 (rain date)

Discussion: The committee discussed the layout for the 75th Anniversary Celebration, emphasizing the importance of a kids area and nearby amenities for parents. The event is set to feature a DJ, live performances, and activities for children, with a proposed schedule running from 1 PM to 9 PM.

Shea moved to approve the preliminary site plan, event structure, budget and dates for RoeFest as noted above. Jonna seconded the motion. Motion carried.

The subcommittee was recognized by members of the full committee for their months of work to bring the event planning to this point.

Nathan highlighted the importance of preparing for the event by aligning concepts and reaching out to vendors ahead of the January meeting. Jonna reported that she has already contacted vendors for quotes and is exploring options for food trucks and promotional items, including t-shirts and stickers. She aims to have a variety of options ready for review before the next meeting.

The subcommittee noted volunteers will be needed to take on pieces of the plan.

Whether an external event planner is needed is still up in the air. Jonna may have a referral.

**Action Item: Jonna will share vendor progress with committee in advance of the January meeting.**

**Action Item: Jonna will reach out to her contact for an estimate from the event planner and share the cost with the committee prior to the next meeting.**

**B. Marketing Subcommittee**

- a. Proposed marketing-specific budget: The draft marketing budget for RP75 activities includes is coming in around \$16k and includes RP75 roadway banners (not specific for RoeFest), website, social media advertising, other advertising, window clings for area businesses, yard signs, additional sign for Roe Blvd. and consultant cost

Discussion included the effectiveness of social media for community outreach. The team also discussed the need for a dedicated landing page for the anniversary events.

The committee discussed anticipated usage for the event logos (75th Anniversary and RoeFest have separate logos). RoeFest event may become annual so logo could be modified to have a version that is not year specific.

**Action Item: Nathan will follow up on the following for the next meeting:**

- **Roadway banner repetition details**
- **Overview of what the website landing page would incorporate**
- **Projected return on investment for social media campaign**

**Action item: Nathan will follow up with Katie on logo horizontal/vertical format utilization and assemble the report with logos for staff review and inclusion on the January 5th City Council agenda.**

Either Debbie or Nathan will do the presentation to City Council.

**C. RP Standing Committee Anniversary Activities**

- a. DEI: committee is conducting interviews with long-time residents to gather stories about living in Roland Park.
- b. The Sustainability Committee is planning an Earth Day event in April
- c. Arts Committee is working on a gallery exhibition and a potential art walk, and holiday lights
- d. Parks Committee may propose a scavenger hunt to encourage people to visit all the parks
- e. Aquatics – pool party around Independence Day

There is a need for collaboration among committees to ensure effective promotion and branding for the 75th Anniversary Celebration.

**Action item: Include agenda item for January's meeting to review how the RP75 committee can support efforts from the standing committees so we can put some structure and accountability in place, and find opportunities to cross promote these activities.**

**Action Item: Shea will reach out to DEI for status on community interviews.**

D. Fundraising Subcommittee

Discussion: Preliminary framework for sponsorship opportunities was mapped out but the subcommittee has not been able to move forward until the RoeFest event plan was further along. With the approval of the general framework, timing and tabling opportunities, the committee can reconvene to get the deck moving forward again.

Save sponsor slots for Price Chopper and Lowes (for their in kind contributions).

There are 18 booths in the site plan which can be utilized for sponsorship.

**Action item: Fundraising sub-committee will reconvene and target end of January to have a deck prepared.**

**Action item: Fundraising sub-committee will subsequently coordinate with the RoeFest sub-committee (and possibly marketing).**

3. **Other Discussion, Next Steps**

Jonna is working on a more detailed timeline/spreadsheet for the subcommittees and overall RP75 committee.

**Action Item: Jonna will share the detailed timeline with the committee prior to the next meeting.**

Shea shared memories of a successful children's event called "Treasure in R Park" and proposed bringing it back, highlighting its fun activities and kazoo parade. It was sponsored by organizations focused on children's health. Shea and her husband would be interested in coordinating if there is an opportunity for financial support. Jonna suggested Arts Committee involvement. Incorporating the 75th Anniversary branding into the event should be part of the planning.

**Action Item: Shea will provide Jonna with a write up for a "Treasure in R Park – 75<sup>th</sup> Anniversary Edition" in advance of the Arts Committee January meeting, and they'll report feedback to this RP75 Committee subsequent to that.**

Committee membership note: Mayor Poppa mentioned the need to recruit additional committee members due to recent losses.

#### 4. Adjournment

The meeting adjourned at 7:00pm.

#### Roeland Park 75th Anniversary Timeline

Date	Tactic	Notes
Fall 2025	Committee planning ongoing	
Winter 2025	75th Anniversary landing page published	Need to have finalized to publish: logo, Roefest date, calendar to list all committee events,
January 2026	Sponsor Deck complete DEI interviews	
February 2026	DEI interviews	
March 2026	DEI interviews	
April 2026	DEI interviews; Sustainability Repair Cafe	
May 2026	DEI interviews Treasure in R Park – Anniversary Edition (in consideration)	
June 2026	DEI interviews; Arts Gallery Exhibition	FIFA 6/16 FIFA 6/20 FIFA 6/25 FIFA 6/27
July 2026	DEI interviews; Aquatics Birthday Party pool party; Arts Gallery Exhibition	July 2026 FIFA 7/3 FIFA 7/11
August 2026	DEI interviews	
September 2026	DEI interviews	
October 2026	RoeFest	October 3, 2026

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November 2026	Arts Holiday lights	
December 2026	Arts Holiday lights	