

Roeland Park 75th Anniversary Planning Committee

Meeting Agenda – July 16, 2025

Time: 6:00 - 7:30 PM

Location: [Roeland Park City Hall Large Conference Room]

COMMITTEE MEMBERS (all present in bold):

Michael Poppa

Katie Garcia

Ruth Feldblum

Benjamin Dickens

Julie Weeks

Kate Crocket

Emily Hage

Shea Geist

Staff liaison: Joey Carley

Matthew Lero

Debbi Shraeder

Harold Morales

Jonna Crosby

AGENDA

1. Welcome & Call to Order

- A. Roll call (see bolded names above for present members)
- B. Approval of minutes from June meeting (minutes approved)

2. Subgroup progress updates

A. RoeFest (Shea, Debbi, Jonna)

- a. Confirm dates (August 15, 2026/ August 22, 2026 as backup)
- b. Location: **parking lot**, community center, Roe Park, other?
 - i. Community Center
 - ii. Westside Walmart Parking Lot - feels like a disaster, parking lot is horrible
 - iii. Closing Roe
 - 1. Recommendation: closing Roe from Walgreens to Burger King - would need to have traffic engineer and extra law enforcement staffed during the day; would have divert traffic to Roe Lane
 - iv. R-Park
 - 1. Also feels like a good recommendation, have a lot of infrastructure already set
 - 2. Joey: 6 acres

v. Kate: feedback, consider port-a-potties for each location

vi. Jonna: we would need those at any location, also lots of other considerations like who is responsible of clean up, etc.

vii. Michael: would like to have it more central to the entire city, Roe Blvd feels better

viii. Emily: promoting closure would be super important

ix. Matthew: detour feels easy

x. Julie: what times would it be closed if we do block off Roe Blvd?

- xi. Michael: Could spill into parking lots of Walmart, Lowes back parking lot
- xii. Joey: someone said downtown used to be in that parking lot, donate \$75 for 75th anniversary
- xiii. Emily: Closing Roe Blvd more expensive than R Park, no built in assets we can include
- xiv. Joey: SA Entertainment - does a lot of experiences that could be used
- xv. Ruth: timing?
 - 1. Michael: thinking afternoon to evening
 - 2. Emily: depends on what experiences we are having
- xvi. How many people could fit?
 - 1. Joey: 2.5 acres for Roe Blvd configuration
 - 2. Jonna: about 220-290 per acre
- xvii. Emily: how many people have been to some of the concerts?
 - 1. Michael: community block parties about 600 people
- xviii. Matthew: could have a band at either end
 - 1. Michael: Lintecom, AIDS walk - event planning?
 - 2. Matthew: stretched out vs. R Park
 - 3. Jonna: think it would be fun, not something we normally do
 - 4. Michael: Walgreens parking lot would be good
 - 5. Emily: structure of event should dictate - if it is 4-6 hours, R Park; if we want to keep it tight - couple hours, this is feasible
 - 6. Michael: Utilize parking lots for experiences, only blocking off Roe for a couple of hours
 - 7. Matthew: if we are going to have carnival games and rides, we would need that in the parking lot
 - 8. Kate: if you did a parking lot you could have different zones - kid zone, adult zone
 - 9. Michael: fireworks next year - hoping to go drones, concerns having fireworks display while World Cup is going on, so talked about possibly doing fireworks during 75th vs. 4th of July - concerns are safety and capacity during World Cup times
 - 10. Julie: could you do concert at R Park and event/carnival in parking lots?
 - a. Matthew: could be hard to get people shuttled
 - b. Michael: could do separate events that make up the full day
 - c. Emily: feels like it would be hard to spread resources to thin and setting up in two places
 - d. Joey: R Park after dark! Silet disco?

- e. Matthew: Feel same as having events in the street, you aren't typically here, makes it fun
- f. Kate: Sustainability committee could do solar lights for night party
- xix. Emily: sounds like it is either R-Park, closing Roe, or hybrid
 - 1. How cooperative will the businesses be
 - 2. Put fencing up to keep people out of businesses that don't want to participate
 - 3. Matthew: bank on not using Walmart parking lot due to construction timeline
- xx. Jonna: I think before we move forward we sit down with Corey who has a lot of insight.
 - 1. Matthew: what is the cost
 - 2. Kate: what are we doing before we finalize location
 - 3. Jonna: are businesses going to throw a fit?
- xxi. Ruth: do we have numbers on previous Roe Fests?
 - 1. Debbi: 6K at max
 - 2. Michael: very different festival, had Race for the Cure that morning, then race ended at community center, then tents and festival stuff - makers fair
- xxii. Julie: FYI that Mission also turns 75 next year
 - 1. Jonna: I think we need to keep it in Roeland Park
 - 2. Joey: Prairie Village is 2026
- xxiii. **Next steps**
 - 1. Ideal components to determine financially and physical
 - 2. Police feasibility
 - 3. Traffic routing
 - 4. Hours
 - 5. Activities
 - 6. Emily: want a stage, eye-catching for kids, beer garden type place, and inflatables
 - 7. If people have ideas afterwards, reach out to Debbi, Jonna and Shea
- c. Centerpiece for fundraising
- d. Alcohol rules
 - i. Michael: we can make those rules and work with ABC, done it before with community center
 - ii. Kate: beer trucks (Tap That)

B. Committee liaisons

- a. Verify all committees have send and reviewed the one page guidance issued by the Ad Hoc committee
 - i. Emily:

- 1. Ad-hoc historical committee for signage, they've been working on historical signs but don't have a sign. Going to talk to them this week.
- 2. Aquatics - actual b-day is July 2nd, they are going to throw a party on July 3rd during the day before fireworks
- ii. Matthew:
 - 1. Arts - a lot of ideas, committee coming with ideas in early August
 - 2. Parks - we will have everything together for our next meeting
 - 3. Art and Parks also talking about doing a combined event.
 - a. Kate - wine walk!
- iii. Sustainability - meeting tomorrow (Harold talking to them), discussed having a repair cafe.
- iv. DEI - TBD
- v. Emily: so far committees are talking through ideas.
- b. Event/Activation Calendar - considerations for committees
 - i. Ask committees for feedback/preference on timing for their activity

C. Marketing & Communications

- a. Updates on logo development?
 - i. Kate: these are ideas - I can build them out more if you like them
 - ii. Joey: do scarf like for World Cup
 - iii. Michael: don't like trees and house
 - iv. Kate: if we want to tie back to RP 75, think we should have some incorporation of current logo
 - v. Matthew: could make it more abstract, some element
 - vi. Emily: agree to have RP in 75?
 - 1. Ruth: like Rooted in Community
 - 2. Kate: do we need the actual years?
 - a. Julie: established in 1951
 - vii. Kate: Roefest logo feedback? Everyone likes IMG 0076
 - 1. Matthew: roots feel a little creepy
 - 2. Michael: showed 2001 logo
 - 3. Like Rooted In Community under the Roe Fest
 - 4. Michael: could the roots make a ribbon and then "rooted in community" floats in or above that long root
 - 5. Matthew: too much floating on bottom
 - viii. Kate: Joey to send her art file
 - ix. Ruth: if we are printing logo on shirts, the more colors the more expensive the shirts are
 - 1. Michael: can we do a white only version as well
 - x. Jonna: can we make a softer logo for kids?
 - 1. Stickers
- b. Updates on webpage on City website

- i. Early winter - aiming for publication
- ii. Michael recommends separate website - cannot have roelandpark.org/75; recommends having a few domain page
 - 1. Kate: rpis75.com and roefest.com are both available

D. Sponsorships

- a. Sponsorship deck-inventory ready (depends on activations)
- b. Ruth: haven't met yet, will get group together to strategize on what we need in place, what inventory do we have
- c. Ruth: if it is a successful fundraising campaign, it comes through the foundation, if you raise \$100K, it could fund down the road for other programs
 - i. Kate: is there a way possible for company like Lowes to round up for Roeland Park for X number of months...Lowes, Walmart, Price Chopper
 - 1. Emily: marketing budget or government relations budget might have different pots
 - 2. Joey: restaurants will do specific nights
 - 3. Ruth: Price Chopper does in-kind
 - a. Jonna: have to fill out paperwork by home office
 - 4. Emily: HyVee and Costco will donate gift cards
- d. Ruth: love the idea of \$75 for 75 years campaign
- e. Emily: some committees have line items for money they get, do think we should expect some committees will ask for expenses, should be prepared for an ask
 - i. Aquatics: food, etc.
 - ii. Ruth: it creates inventory - create sponsorship deck so you are a sponsor of events - it can go towards any of the branded 75th activities, potentially distribute funds throughout the community fund
- f. Michael: review current budgets for each committee
- g. Ruth: Action items:
 - i. Outline of process for "how to donate"
 - ii. Deck
 - 1. Inventory
 - 2. Activations
 - 3. Levels
 - iii. Thank you letters
 - iv. Emily: if we make t-shirts, consider space of logos

3. Key Dates/Timeline

- A. Deadline for inclusion in 2026 City budget (\$40k) - complete
 - a. \$40,000 in draft 2026 budget
- B. Area school considerations

- a. Emily: do we want to meet with schools in fall to see if they have ideas on how we can get kids engaged - agreed by committee
- b. Kate: could convince schools to do ice cream socials at Roe Fest

Date	Tactic	Notes
Fall 2025	Committee planning complete	
Winter 2025	75th Anniversary landing page published	
January 2026		
February 2026		
March 2026		
April 2026		
May 2026		
June 2026		
July 2026		
August 2026	RoeFest	August 15, 2026

5. Next Steps/Action Items

6. Adjournment

Next Meeting: Wednesday, August 20, 6:00pm