

# Roeland Park 75th Anniversary Planning Committee

Meeting Minutes – November 19, 2025

Time: 6:00 - 7:30 PM

Location: City Hall

**Members Present:** Kate Crockett, Jonna Crosby, Benjamin Dickens, Ruth Feldblum, Katie Garcia, Shea Geist, Emily Hage, Harold Morales, Jan Peters, Debbi Shraeder, Juie Weeks, Nathan Brungardt

**Members Absent:** Michael Poppa

**Additional Attendees:** Keith Moody

## 1. Welcome & Call to Order

- A. Called to Order at 6:10p
- B. Roll call: members present as noted above
- C. Approval of minutes from September meeting: Ruth motioned to approve, Julie seconded, all approved.
- D. Question about 2026 Chair: Committee members were asked whether anyone would have interest in serving as chair starting in 2026. No action taken.
- E. Consideration of new applicant: J. Collins is a youth community member interested in helping with community engagement and was recommended for this committee. Members present discussed and agreed in principle.

## 2. Subgroup progress updates

### A. RoeFest

- a. Budget: Current working budget is estimated at \$54k for Roefest. This includes \$16k for traffic diversion and security to shut down Roe. It does not include a professional event coordinator. City budget includes \$40k for all RP75 activities.
- b. Attendance: Estimating 500 people
- c. Location options still in play: Note = est 825 parking between Lowe's and Price Chopper (per Google)
  - 1) Roe Avenue – Considerations:
    - i. Traffic Diversion
    - ii. Security
  - 2) Price Chopper/Lowe's back lots – tentative support from PC and Lowes, pending review of a full event full plan. Considerations:

**Committee Consensus:** Everyone agreed the event would work in the green space/parking lot. OK to move forward on this basis.

**Action item for subcommittee:** create site plan that maps event space layout (incl square footage needed for rides, tents, inflatables, generators, port-a-potties, food trucks, signage, parking, stage etc)

- d. Event time:

**Subcommittee Action item: Map out draft event schedule in accordance with activities planned (eg, live music/DJ, family activities vs 21+ target, etc.)**

- e. Event logistics: Discussion included...
  - 1) Using grassy area in NE corner of PC for activities to reduce parking lot footprint.
  - 2) Music - not in current budget. There may be an RP-based band or two.
  - 3) If modeled after Prairie Village event, maybe start with kids' music early and transition to local band.
  - 4) Stage options: have quotes from supply companies, but consider talking to sister cities, or even PC and/or Lowes to see if they could provide.
  - 5) Fencing, generators, event insurance need to be considered.
  - 6) In-kind services should be valued for budget/sponsorship consideration.
  - 7) Tenting, tabling needs for vendors, sponsors, VIP (for aesthetics, consider renting so its uniform)
  - 8) Other entertainment: inflatables
  - 9) Still need to tackle sponsorships/fundraising, but can't do much without more of the model mapped out
  - 10) To engage an event coordinator to provide quote, more details are needed.

The committee discussed frustration with the process and revisiting the same issues each month.

**Motion to move forward with Saturday, Oct 3 date, Price Chopper/Lowes Parking lot space made by Shea Geist. Seconded by Ruth Feldblum. Motion passed.**

**Sub-Committee Action Item: Prepare draft event plan and updated budget based on additional considerations discussed.**

**Action Item for Julie: intro email for Shea to Chris at Flyover Productions, including prompt for details Chris would need to quote.**

**B. RP Standing Committee Anniversary Activities**

- There is confusion the RP75 Committee's involvement will be, if any, for the standing committees' RP75 celebration activities. Clarification of expectations and charge for this group is needed ASAP.
- Standing committees have been asked to independently develop plans for their respective activations. Several have submitted, but further guidance on expectations and coordination is needed.
- The committee discussed issuing quarterly guidance or providing advance notice to proactively promote upcoming activities.
- There was support for facilitating collaboration between committees, such as inviting standing committee representatives to an RP75 monthly meeting where they can share their plans and ideas and advise on support that would be helpful.

- A structured approach to these meetings was recommended, including pre-meeting information forms to ensure all participants have foundational knowledge and can actively contribute to discussions.
- The group explored the possibility of supplementing committee efforts with additional support, such as offering marketing resources, sharing a calendar of events on the RP75 homepage, and providing ideas for collaboration.
- Some committees may not have finalized details by January, but early engagement can help generate ideas and align activities with the 75th anniversary goals.
- Suggestions were made to progressively launch and promote activities and stories, such as sharing interviews or features on the RP75 website as they become available rather than waiting for all details to be finalized.
- The DEI Committee created a questionnaire and has been sourcing participants through other community events, including 10 signups at the last community concert.
- Activation Calendar: it would be good to know details of what is happening throughout year so marketing can put together content calendar, and cross promote.

**Sub-Committee Action Items:**

- **Provide guidance to standing committees outlining expectations, timelines, and opportunities for collaboration.**
- **Develop and distribute a pre-meeting information form for committees to complete, facilitating informed and productive group discussions.**
- **Plan a January meeting inviting committee representatives to share and discuss their activity plans, with a structured agenda to promote collaboration.**

**Marketing Action Items:**

- **Create and maintain a shared event calendar on the RP75 homepage to aid marketing and cross-promotion of committee activities.**
- **Explore progressive promotion strategies, including featuring committee activities and community stories on the RP75 website as they become available.**

**C. Marketing & Communications**

- The committee discussed the progress and cost estimate for a website to serve as a celebration hub, along with other marketing ideas – signs for light posts, yard signs, newsletter, social media, etc
- Budget is a factor. The committee revisited the City budget, and discussed whether a 1:1 match of City funds is realistic. There are no additional dollars allocated for RP75 marketing.
- Timing is another factor. Runway is needed to print and communicate out, and to do sponsor outreach, and to promote events, including Roefest.
- The Committee reviewed previously discussed marketing ideas, such as
  - Commemorative plaque
  - Window clings to promote events

- Business/sponsor passport
- Yard signs (after winter)
- Social media engagement #WhyILoveRP (for Valentine's Day) (City of RP, Neighbors of RP, Clark Drive page, etc)

**Action item for subcommittee: Draft marketing plan and estimate costs and proposed timeline**

**Action item for City: Provide cost estimate for street banners (no cost to hang) along with current rotation schedule**

**D. Sponsorships**

- 1) Sponsorship deck-inventory is not done (depends on activations)

**E. Area school considerations**

- a. Communicate with Principals at all RP schools to ask for ideas for school participation?

**F. RP75 Working Calendar**

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	DEI interviews	
February 2026	DEI interviews	
March 2026	DEI interviews	
April 2026	DEI interviews; Sustainability Repair Cafe	
May 2026	DEI interviews	
June 2026	DEI interviews; Arts Gallery Exhibition	
July 2026	DEI interviews; Aquatics Birthday Party pool party; Arts Gallery Exhibition	July 2026
August 2026	DEI interviews	
September 2026	DEI interviews	
October 2026	RoeFest	October 3, 2026
November 2026	Arts Holiday lights	

**5. Next Steps/Action Items:**

**General Action item: Subcommittees need clarity on their charge, where decision-making falls (sub committee, RP75 Committee, or governing body)?**

**6. Adjournment**

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Next Meeting: Wednesday, December 17, 6:00pm - Virtual