

Minutes: Roeland Park 75th Anniversary Planning Committee

Meeting Agenda – June 18, 2025

Time: 6:00 - 7:30 PM

Location: [Roeland Park City Hall Large Conference Room]

PRESENT COMMITTEE MEMBERS (bolded):

Michael Poppa

Katie Garcia

Ruth Feldblum

Benjamin Dickens

Julie Weeks (secretary)

(treasurer)

Emily Hage

Shea Geist

Kate Crocket

Matthew Lero

Debbi Shraeder

Joey Carley (staff liason)

Harold Morales

Jonna Crosby

AGENDA

1. Welcome & Call to Order

- A. Roll call
- B. Approval of minutes from the May meeting

2. Organizing Into Subgroups

Ruth summary: Review documents in Google share drive, hope is to have the official “Roe Fest” again as part of the 75th celebration. Emily is the chair, and Shea is our vice-chair. Reach out to anyone if you have questions about the documents in Drive. The goal for this evening is to focus on bigger decisions and break down components.

- A. Consider structuring the committee into smaller working groups, each focused on specific tasks (eg: Roe Fest Team, Committee liaisons, marcom/community engagement, sponsorship/fundraising, etc)
 - a. Ruth: The intent isn't for this group to execute all activities, it is to drive the mission. Those of you on committees could plug those groups into the plan.
 - b. Ruth: Idea is we break into subgroups and then work within those groups throughout the month, then report back to full group at our monthly meetings. Everyone agrees that is a good approach.
 - c. Agreed upon smaller working groups
 - i. Matthew: Roe Fest itself - lots of small groups within that. Food, logistics, etc.
 - 1. Ruth: one of first tasks, mapping out what we need, where are there costs. With all groups there will be some overlap. Ex: marketing/comms will touch other groups. Ex: volunteers for Roe Fest, flagship for sponsorships. Build some sort of framework to breakdown work load.
 - 2. Kate: Committee liaisons responsible for the calendar?

- a. Ruth: Emily started in the outline framework for us to review. Committee liaisons to finalize timelines/dates with initial ideas from committees by the end of August, then we would finalize in September, and then they'd start building out the timeline. Hopefully, by October, committees are working on them - especially for the early months of 2026.
 - ii. Team assignments (Roe Fest, Committee Liaison, Marketing/Comms and Community Engagement (volunteers, reaching out to schools, etc.), Sponsorships):
 - 1. Committee Liaisons
 - a. Matthew
 - b. Harold
 - c. Emily
 - 2. Marketing Comms & Community Engagement
 - a. Katie
 - b. Kate
 - c. Julie
 - 3. Sponsorships
 - a. Michael
 - b. Ruth
 - c. Ben
 - 4. Roe Fest
 - a. Debbi
 - b. Jonna
 - c. Shae
 - 5. Next steps - connect offline on who will share reports, keep momentum going, etc.
- B. Assign leads and establish communication flow (see above)
- C. Determine how subgroups will report progress back to the main committee
 - a. Monthly
 - b. Make a folder on share drive for each committee

3. Committee Coordination & Engagement

- A. One-sheet overview to request each committee's participation, detail the "ask"
- B. https://docs.google.com/document/d/1w2uN0dHmCT7sXCdHdWQq-fPE05dOLuiHB7hOucSU7_8/edit?tab=t.0
- C. Feedback from document
 - a. Harold: be specific on time/activation per month, Kate recalled January to Roe Fest, Joey said 8 committees so could spill into September, Matthew says cold weather will be challenging ones - parks and arts are easy for warmer weathers, Joey - historic is ad hawk, Kate - DEI for Black History

Month or Women's History Month, Matthew - those things will be good to start getting the buzz going on 75 years

- b. Matthew: are we expecting that to come out of those committee funds?
Ruth - see document, question on there about if concept is within your own committee funds
- c. Joey: put something about community fund in the document
- d. Kate: not asking for additional funds - this can be something you're already planning with a 75th Anniversary spin
- e. Ruth: we do have a list of some of the ideas to get creative juices flowing: 75 stories, commissioning of a commemorative piece by local artist/mural, then and now walking tours highlighting historic homes (ghost tour/Halloween), OP is creating a coloring book
 - i. Matthew: talked about a bike tour with parks and integrating with arts
 - ii. Jonna: wrapping utility boxes with 75th imagery, applied for grant, use some of that money specifically for the wraps
 - iii. Ruth: KC Corporate Challenge did unique brail punch at each, for someone who punches card at all sites - proof of completion, they come back and get a gift card to local business
 - iv. Harold: clarify - one activity per month or do we want more than one? Ruth: that is why we'll have the committee, so the three or four folks collecting information and once you see what you're working with, then determine the timing based on submitted ideas. Kate: could be "winter," "spring," "summer." Matthew: the more the better, because not everyone is going to every event/activation
 - v. Ruth: Next steps - this document is on the shared drive, play around with document, if you feel like it is within scope, let's get it distributed to various committees. Idea would be to communicate to them with enough information and timeframe for when they need to get ideas back. Might want one point person - committee liaisons to decide.

3. Key Dates/Timeline

- A. Deadline for inclusion in 2026 City budget (\$40k) - **DONE**
- B. Website landing page ready (moving forward will call it Landing Page)
 - a. Logo needed for 75th anniversary and Roe Fest - Kate to ask potential individuals to help
 - i. Debbi's neighbor was the original graphic designer and will ask
 - b. Page on city website - Julie recommends live in November
 - c. Event activation calendar
- C. Event/Activation Calendar - considerations for committees
 - a. Ask committees for feedback/preference on timing for their activity
- D. Sponsorship deck-inventory ready (depends on activations)

- a. Ruth - Roe Fest, opportunities for other fun activations (ex: art studio sponsors coloring pages), Kate - sponsor in-kind vs. cash (gift cards, etc.)
- E. Area school considerations
 - a. Ruth - have understanding of school calendar, challenges of getting information in front of art classes at Roseland, St. Agnus, Bishop Miege (Jonna - great contact)
 - b. Ruth - thinking through some ideas, ex: coloring book, if Miege students designed and Roseland students were coloring them
 - c. Debbi - Miege, Jane - St. Agnus, Jonna - Roseland
- F. Official timeline
 - a. Work backwards

4. Roefest

- A. Confirm dates (August 15, 2026/ August 22, 2026 as backup)
- B. Location: **parking lot**, community center, Roe Park, other?
- C. Centerpiece for fundraising
- D. First tasks - determine activities to then determine location, what needs to go into budget, and timeline
 - a. Debbi - bands, magicians, art, petting zoo, singing competition - used to be community center grounds, mostly outside, had a run benefiting muscular dystrophy
 - b. Debbi - former mayor would say there were about 6K attendees
 - c. Ruth - if we are doing Roe Fest in August, make sure it is early and short
 - d. Matthew - R Park wouldn't be bad - paved area for Carnival, has a bathroom (most likely add additional), parking lot will be hot, have a shuttle where Lowes parking lot could be. Kate - park at Lowes and bike to park
 - e. Jonna - Meadowbrook festival - all kids were on playground, people all over the lawn, band, took pics for it, drop it on the drive., Water One will always bring out truck, Matthew - nice area with food trucks, vendor tents (Jonna didn't think they were great)
 - f. Debbi - we did have an arts area, people complained they didn't make money
 - g. Jonna - food trucks - Italian, Funnel cakes, different - separated into a nice area where people could sit, so well organized
 - i. Matthew - crepe truck
 - ii. Security?
 - h. Location concerns:
 - i. @ park: parking, traffic, need shuttle
 - ii. @ parking lot: heat, aesthetics, construction?
 - i. Team will evaluate locations and activity ideas, bring back recommendations to full group for next month for full team decision

Misc: community engagement w/Roefest or other:

- Scouts

- Schools
- Local artists

5. Next Steps/Action Items

- Logo designer - Kate C Joey send design files and brand guide
- Teams connect offline, determine their leads
- Committee outreach team: finish onesheet prior to next
- Roefest team: site eval and bring recommendation to next month's meeting
- Start documenting the overall timeline - Ruth

6. Adjournment

Next Meeting: Wednesday, July 16, 6:00pm