

**CENTENNIAL CELEBRATION TASK FORCE  
AGENDA  
MONDAY, MAY 15, 2023 – 10:00 A.M.  
CITY COUNCIL CHAMBERS  
1225 MAIN STREET, SEBASTIAN, FLORIDA**

**1. ORDER**

**2. REPORTS**

**A. Staff Items**

- a. Approve minutes from the April 17, 2023 meeting

**B. Marketing & Promotion**

- a. Tote bag design and proposal  
b. Thermo bag design and proposal

**C. Art**

- a. Discuss additional pages added to the coloring book

**D. Historical**

- a. Begin discussion on articles for the Sebastian 100 magazine

**E. Parades & Special Events**

**F. Sponsorships**

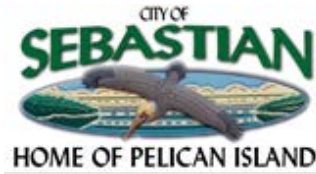
- a. Sponsorship update

**3. SCHEDULE NEXT MEETING**

**4. ADJOURN**

*NO STENOGRAPHIC RECORD BY A CERTIFIED COURT REPORTER WILL BE MADE OF THE FOREGOING MEETING. ANY PERSON WHO DECIDES TO APPEAL ANY DECISION MADE BY THE CITY COUNCIL, BOARD OR AGENCY WITH RESPECT TO ANY MATTER CONSIDERED AT THIS MEETING OR HEARING WILL NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDINGS IS MADE, WHICH RECORD INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE HEARD. (F.S.286.0105)*

*IN COMPLIANCE WITH THE AMERICAN WITH DISABILITIES ACT (ADA) OF 1990, ANYONE WHO NEEDS A SPECIAL ACCOMMODATION FOR THIS MEETING SHOULD CONTACT THE CITY'S SEATING ADA COORDINATOR AT 388-8226 – ADA@CITYOFSEBASTIAN.ORG AT LEAST 48 HOURS IN ADVANCE OF THIS MEETING. TWO OR MORE ELECTED OFFICIALS MAY BE IN ATTENDANCE AT THIS MEETING.*



**CENTENNIAL CELEBRATION TASK FORCE  
MINUTES  
MONDAY APRIL 17, 2023 – 10:00 A.M.  
CITY COUNCIL CHAMBER  
1225 MAIN STREET, SEBASTIAN, FLORIDA**

**Staff Present**

Brian Benton, Leisure Services Director  
Cathy Testa, Records Specialist  
Jeanette Williams, City Clerk  
Paul Carlisle, City Manager

**Participants Present**

Marc Gingras                      Donna Ware  
Britney Melchiori                Cara Irwin  
Michelle Morris                  Rich O'Connor

**1.     ORDER**

The Centennial Celebration meeting was called to order at 10:00am

**2.     REPORTS**

**A.     Staff Items**

a.     Minutes Approval

MOTION by Mr. Carlisle and a SECOND by Ms. Williams to approve the minutes from March 23, 2023. MOTION approved by unanimous voice vote.

Mr. Benton said he is going in front of Council on April 26<sup>th</sup> to request approval of \$20,300 for the proposal from Indian River Magazine. Mr. Enns sent the final proposal for 5,000 copies of 48 pages with a 4 page cover for \$17,350 and \$2,950 the cost for an additional 16 pages.

**B.     Marketing & Promotion**

a.     Tote bag design and proposal

Ms. Testa presented a sample of a tote bag. Mr. Gingras suggested having a Sustainable Sebastian logo placed on the back of the bag. Ms. Testa will get a quote for the cost of adding a logo to the back with a quantity of 300 and bring the information to the next meeting.

b.     Thermo bag design and proposal

Ms. Testa presented a sample of a thermo bag for the committee's opinion. It was agreed that the thermo bags would be for sale.

c. Centennial coin design and proposal

Ms. Williams reached out to the same company that makes our lapel pins. She worked on two designs one with a pelican and the other without the pelican. The participants would like more color on the front of the coin and on the back of the coin instead of the paddle board putting a kayak.

d. Centennial pin design and proposal

Ms. Williams presented the pins with the centennial logo. Everyone liked them and thought we should start by ordering 300 and make them available for sale.

e. Banner proposals

Ms. Testa presented the banner proposals and made a request for ideas for adding more color on the banner. Ms. Melchiori and Ms. Irwin offered to help with the design.

f. Flag proposal

Ms. Melchiori and Ms. Irwin also offer to help with the design of the city centennial flag.

Brian suggested putting centennial banners on every other pole in the city. This will allow us to put holiday decorations up along with the centennial banners.

**C. Art**

a. Discuss essay contest

Ms. Ware said she reached out to an art member's husband to help with the essay contest submission guidelines to be presented to the School District. The committee agreed that theme of the essay would be "What makes Sebastian special?"

Mr. Benton suggested the first place winner to have their essay published in the Sebastian 100 Magazine and receive a publication of the magazine; the second and third place essay winner's essays to be placed on the city's centennial website and Facebook page. Every essay participant would receive a certificate and a centennial pin.

The contest guidelines will be distributed to the High School at the beginning of the school year. Mr. Benton will talk with Mr. Enns about putting a place holder in the magazine for the essay to give the students extra time.

Ms. Ware showed a sample of a judging form. She suggested having three judges and that the essays are anonymous so the judges won't know who wrote them.

b. Discuss artist donating drawings to raise funds

Ms. Ware spoke with a few artists about donating a drawing to raise funds for the centennial. She said one artist has a picture of Archie's Fish House and is willing to donate it and we could produce postcard size prints to sell them as long as the artist receives credit for it. Mr. Benton will get pricing from the Sheriff's Print Shop to bring back at the next meeting.

c. Discuss adding additional pages to the coloring book

Ms. Melchiori suggested adding a blank sheet to the coloring book so the pictures are not on the front or back covers. Everyone agreed that by added an extra sheet it would make the coloring book look better.

**D. Historical**

a. Report from meeting with the Sebastian Area Historical Society

Ms. Williams met with Ms. McDonald and Ms. Maio. She invited the Historical Society to participate by helping write articles for the magazine and/or the website. She asked if they had members they could interview to tell stories about Sebastian. They are hoping to reach out to the families that have been in Sebastian for a long time.

**E. Parades & Special Events**

Mr. Benton will meet with Mr. Gingras and the event planners and discuss how to incorporate the city into the festivals in 2024.

**F. Sponsorships**

a. Sponsorship update

Ms. Testa gave an update from Ms. P. Williams, who was unable to attend; she is having trouble getting the emails out because of the constant contact program. The recipients must first consent to the email to receive it. She is willing to send out the email blast again. Ms. Morris said she is working on another project at the present time, but she will be able to start working hard to get sponsors starting in June.

**3. NEXT MEETING**

The next meeting is scheduled for Monday May 15, 2023 at 10:00am

**4. ADJOURN**

Being no further business the meeting was adjourned at 11:04am.

## Cathy Testa

---

**From:** Michael Natale <mnwwprint@gmail.com>  
**Sent:** Thursday, May 04, 2023 12:26 PM  
**To:** Cathy Testa  
**Subject:** Re: 100th anniversary proposal

ok, so I found a bag that is 13 x 15 x 8  
its better than the one you show, there are support straps with the handles so they are  
more durable

100 1.50ea

1000 1.40ea

set up 45

second side imprint

add .24ea + another 45.00

+ UPS

on the thermo bags, same as what you showed

100 2.75ea

250 2.65ea

500 2.60ea

set up 45.00

for second side imprint

add

.335 for 100

.22 for 250

.115 for 500

+ UPS

### **Michael A. Natale**

*World-class printing with a personal touch!*

**Did you know do all types of promotional items, t shirts, labels & decals!**

**MN Worldwide, Inc.**

**8530 US Hwy. 1, Ste. 2 | Sebastian, FL 32976**

**Office: 772-664-0525 | Fax: 772-664-0526 | Cell: 954-292-1847**

**[www.mnworldwide.com](http://www.mnworldwide.com)**

## **Articles for 2024 Centennial Magazine**

### **Can You Direct Me to Sebastian City Hall?**

Use Photos in Council Chambers behind the dais

- 1) Woodmen of the World Building – Opera House – Lisanne Monier (when)
- 2) Bank of Sebastian – had to be demolished when new US Highway One built
- 3) 1957 New City Hall and Fire Headquarters and Police Station

Later became shared Sebastian Area Historical Society and Sebastian Chamber of Commerce, Teen Center, North County Library (before built on CR 512), City of Sebastian Public Utilities Offices and Finally Refurbished Chamber of Commerce

- 4) Old 1927 Schoolhouse and Adjoining Police Department and Ambulance Squad
- 5) 2004 Existing City Hall and Refurbished Police Department, Tennis Courts and Friendship Park and offers of land and building space for the Boys and Girls Club, Sebastian Historical Society Museum, Indian River State College Classrooms, Senior Center and Sebastian River Art Club

### **Who Were the Old Grouches – Will We Ever Really Know?**

All the stories gathered from people's recollections (some picture of signs over years and new signs created by Curt Oxford)

### **Sebastian Preserves Paradise for All to Enjoy**

Grants to construct Main Street Area Park and Pier and Boat Launch named for Captain Robert Hardee, Candy Cane Park, Annual Christmas Celebrations, later grants for Main Street boat parking and preservation of the Hardee Oak Tree,

Transfer of GDC Building and Ramp to become City of Sebastian Yacht Club for Use by city residents

Sebastian Municipal Golf Course Grants

Grants for Riverview Park and Surrounding Properties including Cavcorp (parking), Veterans Memorial, Splash Pad and Paul Stevenson (riverfront area), Twin Piers, Natural Resources Grant and community effort to up shoreline

City grants for Barber Street Sports Complex, Skate Park, Hardee Park, Garden Club Park

Grant for Fisherman's Landing (Old Hurricane Harbor and Adjacent Property)

## **Paul Kroegel Saved the Pelicans and Ensured Future Preservation of Natural Resources Throughout the USA**

1903 Dedication of Pelican Island as First National Refuge Preserve by then President Teddy Roosevelt

Rosalie Hume Creation of Kroegel Statue Overlooking Pelican Island

2003 100 Year Three Day Celebration – Post Office Recognition with official Pelican Island stamp

Arlo Guthrie

## **2004 Hurricanes Frances and Jeanne Left Their Mark on Sebastian**

Info about Hurricanes and After Effects

Damage to new City Hall and Police Department under construction just prior to opening

FEMA moves into Old Council Chambers and Stays for Two Months to Oversee Blue Roof Program

Pete Harris writes and performs for Us - Sebastian Moon, Hurricane Song (with permission use words to Hurricane song)

## **Sebastian Sure Knows How to Celebrate Life**

4<sup>th</sup> of July Parade and All Day Events and fireworks in Riverview Park – Lions Club

Christmas Parade and Holiday Celebrations throughout the Years Sponsored by Chamber of Commerce and City and GFWC Sebastian Womens Club

Annual Festivals in Riverview Park

Clambake Festival

Earth Day Festival

Pelican Island Festival

Craft Club Shows and Sebastian River Art Shows

(list annual events)

Annual Memorial Day, Veterans Day, 9-11 Ceremonies

Halloween Parades and Activities

## **Sebastian River Area Historical Society from Its Beginnings in 1938**

George Keyes, Virginia Bertram

**Articles for the 2024 Centennial Magazine**

Sebastian Inlet

Chamber of Commerce



**100 Year Celebration of Incorporation  
Sebastian, Florida  
100 Years in Paradise  
December 8, 1924 – December 8, 2024**

**Native Americans, Explorers and Settlers Before 1924**

Ais Indians

Spanish Explorers

1714 Fleet

First Settlers – Where did they come from – Why did they stay - What did they do here

Civil War

WWI

Paul Kroegel – 1903 Pelican Island Designated as First Wildlife Refuge by President Theodore Roosevelt

1910 Women's Club

Cain

Hardee

Park

Vickers

Thomas

Sembler

Lawson

Billy Bowlegs

Braddock

Kitching

Dr. Rose

**1924 through 1950**

Population 1924 through 1950

Welcome to Sebastian – Old Grouches (list of old grouch stories)

How Many Friendly People and How Many Old Grouches

First official incorporation of Town of Sebastian 12/8/24

First Elected Officials – Names

Town/City Clerks

Marshalls/Police Chiefs

Reincorporation March 2025 to City of Sebastian

Meeting Places/Town Halls

1) Bank of Sebastian

2) Woodman of the World Building – Old Opera House

Fishing Industry

Hardee Oak

**1951 through 1975**

Population 1951 through 1975

How Many Friendly People and How Many Old Grouches

Meeting Places/City Halls –

1) New City Hall/Fire Station US 1 Built 1957 or 58?

City Clerks

Marshalls/Police Chiefs

Candy Cane Park – Jordan

The Rocket

General Development Corporation – Sebastian Highlands

Yacht Club

## Fourth of July Parade

### **1976 through 2000**

Population 1976 through 2000

How Many Friendly People and How Many Old Grouches – 2000 changed to Many Friendly People

Meeting Places/City Halls –

- 1) Old Schoolhouse Building Main Street 1982 or 1983

Sebastian Area Historical Society Established 1985

North County Library 1983 and 1986 – Lynn Walsh

Last Elected Mayor Running City

First Hired City Manager – Robb McClary

City Managers

City Attorney

City Clerks

Police Chiefs

Y2K We Survived!

### **2001 – 2024**

Population 2001 to 2024

Many Friendly People and six Old Grouches

Meeting Places/City Halls –

- 1) Current City Hall Building Main Street Built 2004

Celebrating 100 Years in Paradise

Hurricanes Frances and Jeanne – September 2004

Pete Harris Local Musician – Sebastian Song – Just Another Lousy Day in Paradise – Hurricane Song

City Managers

City Clerks

City Attorneys

Police Chiefs

Historical Buildings

Contribution of Virginia Bertram and George Keyes and Sebastian Area Historical Society Members

Street Boat Ramp

Riverview Park

Train Station

First Schoolhouse Louisiana Avenue

Elementary Schools – Sebastian Elementary, Pelican Island Elementary, Charter School

Sebastian Chamber of Commerce

Sebastian Volunteer Fire Department

Sebastian Chamber of Commerce

Sebastian Fourth of July Celebration/Parade

Names of All Elected Officials 1924 to present

Sebastian Annual Events

Veterans Memorial

Poem Man in the Glass

# JUNE 2023

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	