

**CENTENNIAL CELEBRATION TASK FORCE
AGENDA
MONDAY, AUGUST 14, 2023 – 10:00 A.M.
CITY COUNCIL CHAMBERS
1225 MAIN STREET, SEBASTIAN, FLORIDA**

1. ORDER

2. REPORTS

A. Staff Items

- a. Approve minutes from July 10, 2023 meeting.

B. Marketing & Promotion

- a. Discuss website vs. webpage
- b. Discuss lack of content/public interest
- c. Discuss “The Marketing Branch” Proposal for Webpage
Landing Page \$2,500 + Monthly Social Media Mgmt \$6,000
Landing Page Only - \$2,500
- d. Centennial flag pole draft

C. Art

- a. Essay contest – Sebastian High School
Who will deliver the information to the schools?
Should the deadline date be changed?
- b. Coloring books - when will they be done?
Which schools are getting them and who will deliver them? (Liberty Magnet, Treasure Coast Elementary, Pelican Island Elementary, Sebastian Elementary)

D. Historical

- a. Civic Organizations set up a table on December 8th to discuss their role in forming Sebastian
- b. Historical survey

E. Parades & Special Events

- a. Banner for 2023 Christmas parade announcing the upcoming years events.

F. Sponsorships

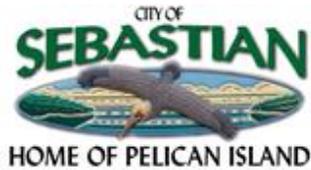
- a. Souvenir Magazine
- b. Due date for sponsorship advertisements
- c. How do we know which companies have been approached?
- d. Sponsorship update

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 JULY 10, 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

Participants Present

Marc Gingras Rich O’Connor
Sally Maio Raymond Osborne
Patti Williams Britney Melchiori
Cara Irwin

1. ORDER

The Centennial Celebration meeting was called to order at 10:03am

2. REPORTS

A. Staff Items

a. Minutes Approval

MOTION by Ms. Testa and a SECOND by Ms. J. Williams to approve the minutes from June 12, 2023. MOTION approved by unanimous voice vote.

B. Marketing & Promotion - None

C. Art

a. Finalize the coloring book for print

The Marketing Branch will finalize the coloring book by the end of the week and Ms. Testa will contact the Sheriff’s Print Shop to start the printing process.

b. Parade Float

Ms. Testa asked that everyone start to think of ideas for the float for the two parades next year.

Mr. Benton suggested waiting until January 2024 when everything else is in place.

Ms. Maio recommended passing out an announcement at the parade this December with the events scheduled for next year.

Ms. Ware suggested making up postcards with the list of events and a link to the centennial website to pass out at the parade. The Marketing Branch offered to make the postcards.

Mr. O'Connor asked Ms. Ware for paint colors for the banners.

D. Historical

a. Talking points

Mr. Osbourne talked to the group about his willingness to do a presentation in October with a slideshow of old photographs that may bring out more descendants that have memories and old photographs to share.

b. Time capsule

The group decided they want it to be a 25 year time capsule. There were discussions about finding old artifacts to put in the time capsule.

E. Parades & Special Events

a. Update

Ms. Maio found the council minutes that tells how and when each festival was started. When she has them all completed she will share them with the event committee for them to add to each of their presentations.

Ms. Ware spoke about the event in September where the art club is going to host an open house and display their art work. She suggested having the entire complex open to the public. She talked about having the Council Chambers open and having citizens have their picture taken with the Mayor.

Ms. Irwin suggested having the COPE trailer in the parking area.

F. Sponsorships

a. Sponsorship update

Ms. Testa handed out a list of the sponsors that have given thus far. Ms. P. Williams has been reaching out to several businesses. She and Ms. Morris have been in close contact with each other regarding which businesses they have been in contact with.

Mr. Gingras said the Rotary Club is interested in the Turtle level sponsorship.

3. NEXT MEETING

The next meeting is scheduled for Monday August 14, 2023 at 10:00 am.

4. ADJOURN

Being no further business the meeting was adjourned at 10:41am.

THE MARKETING BRANCH

a creative services boutique

In an effort to increase event awareness, participation, and sponsorship acquisition, The Marketing Branch will work alongside the City of Sebastian to design and maintain a Premium Event Landing Page for the promotion and facilitation of the upcoming Sebastian Centennial Celebration, in addition to assisting in the management of the official City of Sebastian Centennial Facebook Page.

OPTION 1: Premium Event Landing Page + Social Media Management: \$8,500

- **Design + Layout of Premium Event Landing Page***

- Centennial Celebration General Info
- Centennial Events
- Sponsorship Opportunities / Forms (on standalone page)
- Photo Gallery / Slideshow (historic and/or event)
- Contact Information
- Social Link
- Sponsor Recognition
- Up to 1-hour of copywriting

**Includes 2-year hosting and routine maintenance: updates to existing copy and images, troubleshooting, and site backups. Does not include the design of additional pages.*

- **Social Media Management of Centennial Facebook Page: through January 2025***

- Up to 1-hour/month campaign meeting
- 2 post graphics/week with suggested captions
- Post scheduling
- 1 story/week (reshare most engaging post OR share additional content provided by client)

**Billed monthly \$500/month. Includes up to 4 total hours of photography/videography services/year*

OPTION 2: Premium Landing Page: \$2,500

- **Design + Layout of Premium Event Landing Page***

- Centennial Celebration General Info
- Centennial Events
- Sponsorship Opportunities / Forms (on standalone page)
- Photo Gallery (historic / event)
- Contact Information
- Social Link
- Sponsor Recognition
- Up to 1-hour of copywriting

**includes 2-year hosting and routine maintenance: updates to existing copy and images, troubleshooting, and site backups. Does not include the design of additional pages.*

THE MARKETING BRANCH

a creative services boutique

Deliverables:

- Premium Event Landing Page w/ 2-Year Hosting + Web
- Maintenance
- Up to 8 post graphics/month with captions
- Up to 4 stories/month
- Post Scheduling
- Up to 4 hours of photography/videography services

Terms:

- Site content, including but not limited to verbiage, photos, videos, and/or logos will be provided by the client unless otherwise specified.
- Social media posts graphics and captions will be pre-approved by the client prior to publishing.
- Monthly SMM to be paid on the first of the month.

[See full terms and conditions.](#)

THE MARKETING BRANCH

a creative services boutique

We are grateful for the opportunity to provide the City of Sebastian with a proposal for our design services! Upon accepting this proposal, payment along with a signed copy of the proposal agreement is due to begin the project.

Please select which option you'd like to proceed with:

- Option 1: \$8500 Premium Event Landing Page + Social Media Management*
* \$2500 due upon signing, and \$500/month payments to begin SMM
- Option 2: \$2500 Premium Event Landing Page
* \$2500 due upon signing

This proposal is valid for 30 days from 8/8/2023

Credit card processing is available and is subject to a 3.5% transaction fee. Checks can be made payable to The Marketing Branch, LLC. Please mail to: The Marketing Branch 142 Briarcliff Circle Sebastian, FL 32958.

Client Signature

Date

Agency Signature

Date

Ideal project start date*: _____

**This date can be exact or an estimate (within 30 days). Note: this helps our agency in preparing for your project timeline.*



SEBASTIAN

**CENTENNIAL
CELEBRATION**

1924-2024



SEBASTIAN

CENTENNIAL CELEBRATION

Essay Contest Submission Guidelines

The City of Sebastian is seeking High School Students interested in entering an essay contest. The theme of your essay is “What makes Sebastian special?” The winner will have their essay published in the Sebastian 100 Magazine and will receive a publication of the magazine. The second and third place winners will have their essay’s placed on the city’s centennial website and Facebook page. Every participant will receive a certificate and a centennial pin.

- Entries must be received no later than October 1st 2023. Any submissions received after the deadline will NOT be accepted.
- The manuscript must be 1500 words or less.
- The document must be typed in 12-point Times New Roman font, double-spaced, with numbered pages at the bottom and the title on the first page and at the top of each page.
- YOUR NAME MUST NOT BE ON THE STORY MANUSCRIPT.
- Send the essay as a .doc or .docx file as an e-mail attachment to ctesta@cityofsebastian.org
- In the body of the e-mail, include your name, mailing address, phone number, e-mail address, the essay’s title, and the essay’s word count. None of the above information should be in the essay. If it does, your entry will be immediately disqualified.
- You will receive an acknowledgment that your submission has been received.
- Limited to ONE (1) submission per person.
- All work must be the original work of the submitting author and must not have been published anywhere prior to submission. The submitting author retains all rights to his or her submitted work.
- There must be no quotes or song lyrics or any other “borrowed” material written by any other author, songwriter or AI etc.
- All submissions are final. No changes or substitutions are allowed once your entry is submitted.
- Judging: A team of 3 judges will evaluate essays.
- Winners will be notified prior to the awarding via e-mail by the Committee Chair.



SEBASTIAN

CENTENNIAL CELEBRATION

City of Sebastian Centennial Celebration Essay Contest
Official Entry Form
Please print

Name: _____

Address: _____

Phone number: _____

Email address: _____

Submission Number: _____

All entries must be submitted by October 1, 2023

For more information and/or questions, contact Cathy Testa at ctesta@cityofsebastian.org
772-388-8209

Judging Form – Essay Contest						
Title:						
Judge No:		Scores – Tick a Box for Each Criteria				
Judging Criteria		5	4	3	2	1
Originality in Content and Style (Imagination, Creativity and Individuality)						
Plot Structure (A complete story with beginning, middle, and a satisfying conclusion – regardless of the order of these)						
Characterization (Vivid, Believable and Compelling Characters)						
Character Development and Dialogue						
Quality of Writing (Grammar, Sentence Structure, Logical Narrative Flow and Distinct Style or Authorial 'Voice')						
Total Score \longrightarrow						
Summary/Critique (Desirable but Not Compulsory)						

Mark Structure

5 = Excellent Demonstration of Most or All of the Specified Criteria

4 = Very Good Demonstration with One or Two Omissions

3 = Fair or Average Demonstration

2 = Some Demonstration but with Several Lapses

1 = Minimal or No Demonstration

City of Sebastian Centennial Committee - Organizations to Invite to Participate in December 8, 2024 Centennial Celebration (preliminary only – all ideas welcome)

City of Sebastian Council and Committees

City of Sebastian Police Department

Early Families – Kroegel, Sembler, Judah, Chesser/Hardee, Park, Vickers, etc.....

Sebastian Area Historical Society

Sebastian River Area Chamber of Commerce

GFWC Sebastian River Junior Woman's and Woman's Club

Sebastian Fine Art and Music Festival Org

Sebastian Clambake Foundation

Sebastian River Art Club

Craft Club of Sebastian

Santa Claus

Sebastian Rotary Club

Exchange Club

Sebastian Lion's Club

Sebastian Property Owner's Association

American Legion Charles Futch Post 189

VPW Post 10210

Sebastian Elk's Lodge

Sebastian Inlet District

Mel Fischer's Museum

Pelican Island Wildlife Conservation Society

1715 Fleet Group

Sebastian River Middle School

Sebastian High School

Sebastian Charter School Junior High

Pelican Island Elementary

Sebastian Elementary

Boys and Girls Club of Indian River County Sebastian

Sebastian River Area Little League

Sebastian Sharks Youth Football and Cheerleading

Sebastian Jaycees (if still here)

Skydive Sebastian

Things to Do:

Ask each organization to provide a tent or display of some sort and a few members to display a little bit of who they are, how they started, and what they have done for Sebastian to make it a better place.

Perhaps some photographs to show a bit of their history.

Have some games for kids

Santa in his house from the parade

Food

Music Local Musicians

Song of Sebastian – Sallydale Wimbrow

Pete Harris – Sebastian Song, Hurricane Song, Sebastian Moon

Old Grouch Mask Contest ?

Centennial memorabilia – tees, pins, etc.

Your feedback is
important.



Local History

Take short survey now.

Sponsored in part by

**YOUR
LOGO/BRAND
HERE.**



a1asurvey.lol

September 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					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

Holidays and Observances: 4: Labor Day

Wiki Calendar