

Rothsay Areawide EDA MEETING

Rothsay City Hall

June 4, 2025

Approved Minutes

Prairie Days Planning meeting

6:00 pm

ORDER OF AGENDA

1.0 Call to Order by President Stephanie Curtis at 6:11 pm; others present were Board Members Cecil Mosher, Heather Weber, Rachel Puff and Jim Boyce. Guest present: Mayor Shane Balken.

2.0 Committees

2.1 Social Media and Marketing

- Facebook post engagement has been good. We have been reaching engagement numbers between 600 and 1700 per post.
- Facebook events have been created for the main events.
- Enterprise has been sent for print and should come out next week.
- Thirty posters have been printed and are ready for distribution around the region.

2.2 Events

- Schedule of events reviewed. Will follow-up as needed for items such as car show and 5K.
- Currently we have approximately 20 vendors set for the park. Noted we need to verify with food vendors that they will be offering beverages for sale.
- Kids activities will feature races, yard games, prize giveaway and potentially a scavenger hunt.
- Bingo is set. **Motion made by Weber to order 100 bingo card packs from Amazon, seconded by Puff. Motion carried.** Curtis will order. Weber to reach out to Jordan Barry regarding bingo daubers.
- Street Dance is set; this will be the 50th anniversary event.
- Sunday Church service will feature a band.

2.3 Sponsors and Fundraising

- Mosher reports all sponsorship, and fundraising funds have been received.
- Weber reports that an anonymous donation of approximately \$249 was received into the WCI RAEDA fund for Prairie Days.

2.4 Volunteers

- No new volunteers have been identified.
- Current volunteers by event include:
 - 5K: Reber, Weber
 - Parade: Curtis (possibly Puff and Boyce)
 - Vendors: Balken, Curtis
 - Kids Games: Curtis
 - Watermelon Feed: Balken, Puff, Chad, Reber
 - Bingo: Puff, Weber
 - Kinda Like Olympics: Honer and recruited assistance

3.0 Old Business

3.1 Tee Shirts

- No report, waiting on information from Mistee's

3.2 Sponsorship Banners

- Banners are ready for print. They are 48" x 96" at a cost of \$110 each.
Motion by Boyce to purchase two banners, seconded by Curtis. Motion carried.
- Banners will be placed near the Rothsay welcome signs on either end of town once received, with the south end signage being moved to the Park for Saturday events and then returned.
- Mosher will pick up and place banners once printed.

3.3 Radio Advertising

- The city council approved the expenditure of funds up to \$750 for radio advertising for Prairie Days. Costs and terms were negotiated down to approximately \$500 and radio advertising for Prairie Days is set with radio spots, chatter and one interview.

4.0 New Business

4.1 Parade

- Discussion on parade float plans. Determined EDA needs to find out if we are pulling Little Boomer or if the City has other plans for that. Curtis reached out to the family who pulled Little Boomer last year In Memory of Larry Ohe and is waiting for a response.
- EDA plan is to use member pickup to have a joint City/EDA float pulling Little Boomer or a separate float for just EDA and throwing candy/Rice Krispie treats. Curtis indicated her truck could be used.

5.0 Action Item Takeaways

- **Curtis** to work on Kids Activities plan, registration fee and prizes.
- **Curtis** to order Bingo cards and Rice Krispie treats.
- **Curtis and Honer** to secure additional assistance for Kinda Like Olympics event.
- **Weber** to check with Jordan Barry regarding availability and installation of T-posts for banners and bingo daubers.
- **Curtis** to follow-up with Misty Boots for t-shirts.
- **Curtis** to work with Honer to get checks for Cecil Mosher and Hillbilly Laser.
- **Mosher** to look for additional volunteers and/or food vendors.
- **Curtis** to finalize details with Reber on 5K and Josh on Car Show.
- **Balken** to complete work on Enterprise and forward for printing.
- **Balken** to reach out to Leighton Media on advertising costs.

6.0 Adjourn

Motion to adjourn by Weber, seconded by Puff. Motion carried at 7:04 pm.
