

# BOARD OF ALDERMEN

ITEM NO. C(12)

## AGENDA ITEM ABSTRACT

MEETING DATE: April 7, 2009

**TITLE: Consideration of a Carrboro Centennial Committee to Plan a Celebration of Carrboro's 100<sup>th</sup> Birthday**

<b>DEPARTMENT:</b> Recreation and Parks	<b>PUBLIC HEARING: NO</b>
<b>ATTACHMENTS:</b> A. Resolution	<b>FOR INFORMATION CONTACT:</b> Anita Jones-McNair – 918-7381 Dennis Joines – 918-7378

### PURPOSE:

On March 3, 2009, Mr. Richard Taylor requested that the Board of Aldermen consider a committee to celebrate the 100<sup>th</sup> birthday of the Town of Carrboro. The Board then requested staff to review the request and provide recommendation. Staff endorses the vision of a centennial celebration.

### INFORMATION:

The Carrboro Recreation and Parks Department commends all efforts to celebrate this occurrence in 2011. The following highlights the recommendation of staff:

The Carrboro Day Committee undertakes the lead role in planning for the centennial celebration and that the 2011 Carrboro Day becomes known as Carrboro Centennial Celebration Day.

Supporting this recommendation are the following reasons:

- (a) Carrboro Day is an annual spring event that has a “recognizing Carrboro and its appeal” theme. Expanding the theme to a “centennial celebration” seems fitting and easy to incur into the annual event,
- (b) Being an annual event, Carrboro Day has an existing budget that could serve as the foundation of funding. Resources for additional funding should be accomplished through grants, sponsorship, donations, and sell of celebration merchandise. The responsibility for seeking the additional funds could be placed upon the Carrboro Day Committee,
- (c) The Carrboro Day Committee consists of several members that have much experience in planning for the special event. Their broad scope of views, interest, and experience would serve valuable in the planning of the Centennial Celebration.

The Recreation and Parks designated liaison with the Carrboro Day Committee can assume the role of informing current members of this special occurrence, as well as collect information from the local citizens that have a desire to become a member of this committee. And lastly,

(d) The Carrboro Recreation and Parks Department has worked with the Carrboro Day Committee in a liaison manner for several years. The relationship between the Carrboro Day

Committee and the Recreation and Parks Department is good and effective. A smooth transition would occur with the implementation of a centennial celebration.

To allow for ample time to accomplish the planning for the 2011 event, the Carrboro Day Committee with the additional members should be formed by January 1, 2010. The 2011 Carrboro Day Committee should meet a minimum of once a month to plan for the event and provide a quarterly update to the Board of Aldermen. This update may be in a presentation or written report.

The Annual Carrboro Day Committee operates with a chair-person or co-chair structure. This structure should continue with the newly added members to the committee. The Recreation and Parks Department would continue to provide a town-liaison to work with the committee. The town-liaison serves many roles with budget –management and providing assistance as a resource person for the event. Staff recommends that within the Carrboro Day Committee specific work groups be created. These work groups should include marketing, entertainment, volunteer solicitation, fund-raising, and community/educational involvement. Additional work groups or sub groups can be determined as the planning of the event progresses.

The initial meeting(s) of the 2011 Carrboro Day Committee should focus on reviewing the chairmanship, create work groups, develop a meeting schedule, determine/ confirm the event date for the 2011 event. Carrboro Day is annually held on the first Sunday in May. However, due to this special occasion and the fact that at least one other day (March 3, 1911) has meaningful importance, staff feels that the Carrboro Day Committee should have the opportunity to consider a different date for the 2011 Carrboro Centennial Celebration Day.

In addition to the incorporation of the centennial celebration in the Annual Carrboro Day Community event, this centennial celebration theme will be the focal point with some of the existing and new recreation programs and special events. The integration of a successful Carrboro Centennial Celebration Day with the other events that the Recreation and Parks Department offers would provide the means for the citizens of Carrboro to recognize and enjoy the centennial celebration throughout the year of 2011.

#### **FISCAL AND STAFF IMPACT**

The fiscal impact is unknown at this time. Funds will be needed to implement the celebration in the 2010-2011 budget. Currently \$5,700 is designated for the Carrboro Day Celebration. Staff time will also be needed to develop and work along with committee to plan and implement this special event.

#### **STAFF RECOMMENDATION**

Approve the attached resolution.