

**ARCHIVE COPY**  
**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.

A RESOLUTION CONSIDERING A CARRBORO CENTENNIAL COMMITTEE  
TO PLAN A CELEBRATION OF CARRBORO'S 100<sup>TH</sup> BIRTHDAY

Resolution No. 101/2008-09

WHEREAS, the Town of Carrboro will be in existence for one hundred years on March 3, 2011;  
and

WHEREAS, the Town of Carrboro endorses a citizen effort to commemorate the town's one-hundred years of existence, recognize its history, and honor the various individuals, organizations, schools, and businesses that have contributed to the community of Carrboro;

WHEREAS, the Board of Aldermen supports the 2011 Carrboro Centennial Celebration Day and the efforts of the Carrboro Day planning committee; and

WHEREAS, the Board of Aldermen would like to encourage the citizens of Carrboro, and local businesses and schools to become involved in the 2011 Carrboro Centennial Celebration Day.

NOW, THEREFORE BE IT RESOLVED BY THE CARRBORO BOARD OF ALDERMEN:

Section 1. Endorses The Carrboro Day Committee undertaking the lead role in planning for the centennial celebration and the 2011 Carrboro Day becomes known as Carrboro Centennial Celebration Day.

Section 2. This centennial celebration theme will be the focal point with some of the existing and new recreation programs and special events.

Section 3. The Carrboro Recreation and Parks Department will continue to work with The Carrboro Day Committee in a liaison manner.

Section 4. The outline recommended by staff be used as the guideline for event development and committee expectations.

Section 5. This resolution shall become effective upon adoption.

**CONSIDERATION OF A CARRBORO CENTENNIAL COMMITTEE TO PLAN A CELEBRATION OF CARRBORO'S 100<sup>TH</sup> BIRTHDAY**

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.

The following resolution was introduced by Alderman Joal Hall Broun and duly seconded by Alderman Dan Coleman.

**A RESOLUTION ENDORSING THE ESTABLISHMENT OF A  
CARRBORO CENTENNIAL COMMITTEE TO PLAN A  
CELEBRATION OF CARRBORO'S 100<sup>TH</sup> BIRTHDAY**

Resolution No. 101/2008-09

WHEREAS, the Town of Carrboro will be in existence for one hundred years on March 3, 2011; and

WHEREAS, the Town of Carrboro endorses a citizen effort to commemorate the town's one-hundred years of existence, recognize its history, and honor the various individuals, organizations, schools, and businesses that have contributed to the community of Carrboro;

WHEREAS, the Board of Aldermen supports the 2011 Carrboro Centennial Celebration Day and the efforts of the Carrboro Day planning committee; and

WHEREAS, the Board of Aldermen would like to encourage the citizens of Carrboro, and local businesses and schools to become involved in the 2011 Carrboro Centennial Celebration Day.

NOW, THEREFORE BE IT RESOLVED BY THE CARRBORO BOARD OF ALDERMEN:

Section 1. The Board of Aldermen encourages the Carrboro Day Committee to undertake the lead role in planning for the centennial celebration and the 2011 Carrboro Day becomes known as Carrboro Centennial Celebration Day.

Section 2. This centennial celebration theme will be the focal point with some of the existing and new recreation programs and special events.

Section 3. The Carrboro Recreation and Parks Department will continue to work with The Carrboro Day Committee in a liaison manner.

Section 4. The Board endorses the outline recommended by staff as the guideline for event development and committee expectations.

Section 5. This resolution shall become effective upon adoption.

The foregoing resolution having been submitted to a vote received the following vote and was duly adopted this 7th day of April 2009:

Ayes: Dan Coleman, Lydia Lavelle, Mark Chilton, Joal Hall Broun, Randee Haven-O'Donnell

Noes: None

Absent or Excused: Jacquelyn Gist, John Herrera



## BOARD – MANAGER MEMO

March 26, 2010

### Ethics Training Update

The archived version of the School of Government Ethics Training Webinar will be available for purchase on March 29, 2010. Staff will purchase an access code for the archived webinar for Board members to use at that time, and Board members will have 30 days from the date of purchase to use the access code. Staff will also provide Board members with a verification sheet to return to the Town Clerk indicating that the ethics training has been received.

**Staff: Matt Efird 918-7314/ [MEfird@townofcarrboro.org](mailto:MEfird@townofcarrboro.org)**

### Advisory Board Training

Training for the Town's Advisory Board Members will be held on March 31, 2010 from 7:00-9:30 pm. The training program will be two hours long, and will include advisory board responsibilities, ethics and conflicts of interest, open meetings and public records laws and a section on conducting effective meetings. The training will be recorded by the Town's cablecasting contractor, who will provide the Town with a DVD of the training for future use.

**Staff: Matt Efird 918-7314/ [MEfird@townofcarrboro.org](mailto:MEfird@townofcarrboro.org)**

### Carrboro Centennial Celebration Update

On April 7, 2009 the Board of Aldermen approved a resolution to support the development of a Carrboro Centennial Committee. The time has come to begin recruitment of additional Centennial Steering Committee members along with gathering community request for ideas which will begin April 2010. Various marketing avenues will be used such as internet, local newspapers, and radio and public service announcements. The Centennial Celebration Chair, Catherine DeVine and two other Carrboro Day members, Meg McGurk and Richard Ellington, will be working on this committee. The following information will be distributed and available (see attachments)

- 1- Volunteer Recruitment Guidelines
- 2- Town Of Carrboro centennial committee membership and event ideas application

- 3- Centennial Sanctioned Event / Project Guidelines
- 4- Centennial Sanctioned Event Application
- 5- Public Service Announcement

For updates the following website will be available in mid April: CarrboroCentennial.com. After selection of the committee members, monthly meetings will begin in May. The next update will be provided in June.

**Staff: Kim Andrews 918-7367/ [KAndrews@townofcarrboro.org](mailto:KAndrews@townofcarrboro.org)**

**Centennial Sanctioned Event / Project Guidelines**

Recognition of any event, festival, original work, restoration, historic research, publication or product which is representative of some aspect of historical or contemporary Carrboro is appropriate, particularly those which emphasize Carrboro's heritage, culture, and economy while simultaneously commemorating 100 years of existence. The Carrboro Day Centennial Celebration Steering Committee will issue certificates for Sanctioned Events/Projects seeing recognition as a Centennial Event.

**Event/Projection Recognition Application**

A completed application is required. Supporting documents may be attached. "Description of Event/Project" will serve as the official recognition request. Please do not attach originals as the Carrboro Centennial Steering Committee cannot guarantee the return of submitted material. All Recognized projects can submit a rendering, slide, photo or digital image (color preferred) for publicity and historical purposes.

**Event/Project Review**

The Carrboro Centennial Steering Committee will review applications regularly and determine whether approve the event. Please note the proposed event must already be finalized and scheduled to occur within the year 2011. Any applications that include events not already approved prior to the application process will be not be considered for approval.

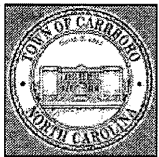
**Recognized Event/Project**

As a result of your event being approved by the Steering Committee the following can be used at your discretion

- The Carrboro Centennial Logo
- Inclusion in the Carrboro Centennial Celebration Calendar of Events
- Promotion with other Centennial projects through press releases, newsletters and websites

**\*NOTE**

Additional information or guidelines regarding the approval process will be developed once the subcommittee has been formed.



**Town of Carrboro Centennial Celebration Recognition Application**

Project/Event Name:

Organizing Group:

Coordinator or Event Representative:

Address:

Phone:

email address:

Projected date(s) and location of the event/project:

**\*\* Description of Event/Project (attach additional typed pages if necessary)**

How will the event/project contribute to the vision, mission, and goals of the Carrboro Day Centennial Celebration?

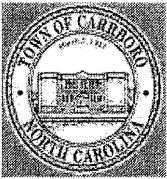
Marketing plan?

How will this event /project benefit the citizens of Carrboro in their Celebration of 100 years of existence?

*Return application to:*

*Kim Andrews Carrboro Recreation and Parks 100 Greensboro St Carrboro NC 27510*





### Town of Carrboro Centennial Committee Application

The Steering Committee's mission is to create a centennial event celebrating 100 years of the Town of Carrboro's past, to foster an appreciation of the Towns present, and to generate enthusiasm for the Towns future. The committee will achieve this mission by developing a variety of events, both sponsored by this committee and in cooperation with events held by other groups in the year 2011.

Name:

Address:

Phone:

email address:

Volunteer responsibilities include regular monthly meetings, assignments between meetings, and the flexibility to participate in additional meetings deemed appropriate by steering committee. This systematic preparation is essential to the coordination resulting in a successful centennial celebration. Please check "YES" if you are able to meet these obligations. If you are unable to meet these requirements, please feel free to share your ideas in the box provided below

Will you be able to attend regular monthly meetings? Yes ☐ No ☐

Please check each box that best describes your interest:

☐

Event Planning

☐

Fundraising

☐

Acquiring Event Sponsorship

☐

Event Marketing

☐

Volunteer Coordination

Please describe your experience in the items checked above or any other area of expertise that you believe would help and your interest in helping the Town of Carrboro to plan its Centennial Celebration:

*Regardless of whether you are on the Steering Committee, we want to hear your ideas of what you would like to see included in the celebration. Below please list your idea (including any contact information)*

Return application and any additional material to:

Kim Andrews Carrboro Recreation and Parks 100 Greensboro St Carrboro NC 27510

### Volunteer Recruitment for the Centennial Committee Guidelines

Currently this Steering Centennial Committee consists of the following people: Catherine DeVine, Meg McGurk, and Richard Ellington (current Carrboro Day Committee Members).

The Centennial Steering Committee's immediate task is to recruit additional volunteers to help with the planning of the Centennial.

Here are the current suggested subgroups to be lead by the steering committee.

Fund Raising Committee: OPEN

Will work on securing additional funds to support program or events ideas the centennial committee would like to implement. Funds can be secured through Grants, Sponsorship or Donations.

Volunteer Coordinator: Meg McGurk

Will work on recruitment and organization of volunteers need to support Centennial Events and programs.

Archival/ History: Richard Ellington

Will develop a plan to present and maintain historical documents, pictures, histories and geology of Carrboro past.

The Merchandise Committee OPEN

Commemorative Centennial items to be given out or sold including the development and approval of a Centennial logo.

The Events Committee OPEN

Will focus on planning both large and small centennial events held on Carrboro Day 2010 as well as during the year.

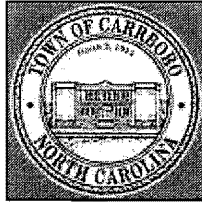
Communications Committee: OPEN

Will ensure that the community is informed of Centennial plans through publications, website, public service announcements etc

Event/Projection Recognition Review Committee: OPEN

Will review applications regularly and determine whether to recognize and support the event/project granting the right to use the official Carrboro Centennial logo, inclusion in the Carrboro Centennial Celebration Calendar of Events, or promotion with other Centennial projects through press releases, newsletters and websites.

It is suggested that each subcommittee consist of at least two members.



### Calling All Interested Carrboro Centennial Planning Committee Members!

The Carrboro Day Steering Committee is seeking volunteers with a variety of skills to help plan the Carrboro Centennial Celebration for the year 2011.

Community members who are interested in volunteering their time and ideas please visit [CarrboroDay.com](http://CarrboroDay.com) and complete the online forms accepted through April 30, 2010.

We know from experience that community building pursuits result in lasting friendships. Don't miss this once in a life time opportunity to be part of something really special.