

**NOTICE OF MEETING
VILLAGE OF FOX POINT
CENTENNIAL COMMITTEE**

**SCHWEMER HALL – MUNICIPAL BUILDING
7200 N. SANTA MONICA BLVD
FOX POINT, WI 53217**

**MONDAY
March 17, 2025
6:00 P.M.**

NOTE: THE COMMITTEE WILL BE MEETING IN PERSON AT VILLAGE HALL, WITH A REMOTE ATTENDANCE OPTION, PER THE HYBRID MEETING PROCEDURES FURTHER DESCRIBED IN SECTION 19-32 D. OF THE VILLAGE CODE. THIS MEETING IS OPEN TO ALL CITIZENS IN PERSON AT VILLAGE HALL, OR THROUGH THE ZOOM PARTICIPANT INFORMATION SHOWN BELOW, SUBJECT TO THE FOLLOWING: NO ASSURANCE IS PROVIDED TO THOSE GOVERNING BODY MEMBERS AND CITIZENS INTENDING TO ATTEND REMOTELY THAT THE TECHNOLOGY WILL PERFORM SUFFICIENTLY TO ALLOW FOR THEIR PARTICIPATION AND THE MEETING WILL PROCEED REGARDLESS. PUBLIC OFFICIALS AND CITIZENS WISHING TO ENSURE THEY CAN PARTICIPATE ARE ENCOURAGED TO ATTEND IN PERSON.

Zoom Participant Information

<https://us02web.zoom.us/j/84255754472>

Meeting ID: 842 5575 4472

Dial: (312) 626-6799

AGENDA

- 1. Roll Call**
- 2. Review and approval of the minutes of the February 5, 2024 meeting.**
- 3. Discussion of Centennial Plan and Budget**

The Committee will discuss final revisions to the Plan and Budget before submission to the Village Board for approval.

- 4. Next Meeting**
- 5. Adjourn**

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**WEDNESDAY
February 5, 2025
6:00 P.M.**

1. Call to Order

Chair Emily Silverson called the meeting to order at 6:03 PM.

2. Roll Call

Present: Emily Silverson, Douglas Frazer (via Zoom), Mike West, Jack Hearst, Marilyn Franklin, Elizabeth Elser

Also Present: Assistant Village Manager Kevin Ausman, DPW Director Scott Brandmeier (via Zoom)

Not Present: Ann D'Arienzo, Sue Reynolds

3. Review and approval of the minutes of the December 9, 2024 meeting.

Motion by West second by Elser to approve the minutes of the December 9, 2024 meeting. Motion carried by unanimous voice vote.

4. Presentation of working group outcomes, and discussion of plans and proposals

a. Logo Design Contest - Elizabeth

In order to expedite the process, the Committee will hire a professional designer instead of holding a contest.

Cost estimate would be up to \$500-looking for suggestions for designer. Send Elizabeth any graphic design contacts. Another suggestion was to reach out to Nicolet if there are students interested.

The Committee expressed a desire to emphasize the current Village fox logo designed by Brooks Stevens.

b. Marketing Plan - Jack

Jack gave an overview of the marketing plan involving direct mailers and traditional/social media. Envisioning one mailer (larger postcard) sent out summer of 2025 to announce events and a second mailer (trifold mailing) late 2025 providing more event details, historical information, sponsors, etc.

Possibly work to coordinate those creating the logo with marketing and printing pieces

c. Landmarks Tour/Info Pamphlet Design - Doug

Douglas will yield to others for pamphlet design and he will provide historical/information narrative.

Douglas discussed contacts he has had with bussing companies for the February tour(s). Owner of Riteway bus company is a Fox Point resident. If anyone is familiar with this contact, reach out is encouraged.

Associated expenses for bus rental discussed. Emily received a quote from Lamers for a deluxe motor coach which holds 55 passengers for approximately \$1300 per day.

Sponsorship and tickets may be able to offset cost of bussing.

d. Historical Booklet - Emily

Arcadia Publishing discussed as printer with most benefits and easy to work with as they are familiar in working with these types of communities to create historical books.

The minimum order would be 300 booklets at a cost of \$3,900. The books could be sold during Centennial events to break even or make money to cover other costs.

Doug is agreeable to use his articles/research.

e. 100th Day School Coordination - Marilyn

Consider creating coloring sheets with the centennial logo and a few Fox Point historical facts that can be shared with local schools.

Further outreach coordination planned as we get further along and closer to the dates.

f. Time Capsule - Michael

Pricing is around \$100 for time capsules; would also need it engraved. Will budget \$500 total.

Michael will send email to get suggestions of what to include.

Locations to bury the time capsule included at Longacre (possibly in flagpole or in ground) or in front of Village Hall.

g. Governor Proclamation - Ann

Scott noted the committee would need to craft the proclamation wording

Delays in Governor's office issuing of proclamations the Committee should applying very early (4-6+ months) to ensure a timely response.

h. County Executive Proclamation - Mike

Mike spoke with County Executive's Chief of Staff. More details will need to be provided to the County at a later date.

i. Village Tours - Doug

Douglas explained his plans for a 90-minute guided tour including 7-8 locations in the Village.

Question as to how many historical/interesting sites are in the Village and he will provide a detailed list for other planning purposes.

j. February 2026 Event Plan - Ann

The event will be held on February 15, 2026 at 1:00pm with tentative budget of about \$2,000.

Ideas: at Longacre, ice skating, hot cocoa/treats, historical displays, photographer, proclamation(s), dignitaries, food trucks, approximately 30 minute program, merchandise sale.

k. June Run/Walk - Jack

Molly Rittberg from Freedom PT & Fox Point Foundation is coordinating the Run/Walk events.

Discussion of possible routes that would go past noteworthy Fox Point locations. Centennial would budget for Police/DPW expenses and special event permits.

l. June Centennial Ceremony - Emily

The Committee discussed plans for a more robust ceremony in June when the weather should be more amenable than in February. This would include a tree planting and plaque dedication, recommended location of Community Blvd median.

The Committee intends to include invitations to elected officials and community representatives at the State.

This event would be held immediately after the Village Open House and then immediately following the ceremony, an afternoon celebration would occur at Longacre.

m. June Afternoon Event - Jack

The Committee discussed plans for a family-friendly celebration at Longacre including music, kids activities and food/refreshments. If it went later into the day, an outdoor movie may be an option.

Specific date (June 6 or 13th) to be determined.

n. Fall Showcase Event - Emily

“Doors Open Fox Point” for residents and guests to view architecture and history in the community. The event will only move forward based on levels of interest from the community. Very minimal cost, which would include printing of event information/locations. Plan to reuse signage from early events (yard signs, etc.)

5. Discussion of Centennial Plan for Submittal to Village Board

Emily will present the Centennial Plan to the Village Board in March for discussion and approval. This will also include more DPW expenses and broken out into 2025 and 2026 planned expenses.

The question arose what can be done while the Committee waits for the Village Board to review the proposal in March. Below is a list of action items that could be started immediately that would not cost anything or require any commitment, except personal time:

- i. Send Elizabeth graphic designer contacts

- ii. Contact graphic designers for quotes
- iii. Send Jack printer contacts
- iv. Draft content/structure for 1st & 2nd mailings in 2025
- v. Draft Sponsorship Outreach list of needs & announcement
- vi. Draft Historical tour locations/descriptions
- vii. Review possible run/walk route(s) for 2026
- viii. Start County Exec Proclamation process
- ix. Start Governor Proclamation process
- x. Draft list of items for Time Capsule
- xi. Draft Fall Showcase call for participants outreach document

6. Adjourn

Motion by West second by Elser to adjourn. Motion carried by unanimous voice vote.
Meeting adjourned at 7:30 PM.

Next meeting will be held after the March 11 Village Board meeting. A Doodle survey will be sent to poll for best date option.