This meeting was conducted through simultaneous communication pursuant to NCGS 166A-19.24. All votes were taken by roll call vote unless otherwise noted.

Members participated through simultaneous communication via Webex for the entire meeting: Chair Sarah Martin: Present, Board Member Brent Miller: Present, Board Member Don Hamilton: Present, Board Member Carissa Kohn-Johnson: Absent, Charlotte Shoneman: Present, Citizen Member Travis Wright Colopy: Present, Shuchi Gupta: Present.

Others present: Town Clerk, Virginia Johnson, Council Member, Ed Yerha, Deputy Public Information Officer, Deanna Hawkes, Environmental Communications Specialist, Srijana Guilford, Utility Accounts Collections Representative, Stephanie Cessna, Special Services Supervisor, Sonya Snyder, Assistant Clerk, Sarah Schubert, Teen Council Rep, Shreya Kota

1. CALL TO ORDER
   Martin called the meeting to order at 6:15 p.m.

2. ADOPTION OF AGENDA

   RESULT: ADOPTED [UNANIMOUS]
   MOVER: Brent Miller, Board Member
   SECONDER: Travis Wright Colopy, Citizen Member
   AYES: Martin, Miller, Hamilton, Kohn-Johnson, Shoneman, Colopy, Gupta

3. APPROVAL OF MINUTES

   RESULT: APPROVED [UNANIMOUS]
   MOVER: Charlotte Shoneman
   SECONDER: Don Hamilton, Board Member
   AYES: Martin, Miller, Hamilton, Kohn-Johnson, Shoneman, Colopy, Gupta
4. NEW BUSINESS

4.1 Big Celebration Presentation

Town of Cary staff, Adam Bell and Deirdre Lewis presented the plan for the Cary150 Big Celebration planned for July 2021. The pandemic changed their event thinking, so this event now scheduled for July 2021, was originally scheduled for April 2021.

Lewis shared research of other 150 Celebrations around the world – City of Santa Ana, Port of San Francisco, and Canada. Noted research showed many small cities they researched used the 4th of July as their celebration event. Lewis shared a word graph featuring essentials for a Birthday party—surprise, special, friends, celebrate, treats, success, happiness, etc. Lewis shared the goal of this big event is to weave those feelings through everything they do. Create the important feelings, not just tangible items.

Bell shared a timeline of the event, which will be held from 3-10 p.m. in Downtown Cary. Elements of the event include a dedication ceremony, a look to the past, Kid’s City, Time for Cake, throwback games, food & beverage, entertainment, commemorative giveaways and merchandise, VIP Party, and a grand finale. Bell noted all aspects of the celebration have Covid-19 safety measures that are being planned.

**Dedication Ceremony:** The ceremony would include Town of Cary Officials, Cary Chamber of Commerce, local officials, and noted community members. Elements would include a ribbon cutting, proclamation, and time capsule. This would take place on the main stage at the event.

Bell shared that the layout they are planning to use for the event is the majority of Academy Street, with some of Chatham Street, the side with Ashworth’s and the Ivey-Ellington House. The main stage would be located by Fidelity Bank, by the Town of Cary Fire Administration building facing down towards the Cary Arts Center.

**A Look at the Past:** Bell shared the event will highlight the past, present, and future. They are planning for all day history elements at The Cary Theater, along South Academy Street, the Cary Arts Center, including the construction fence around the Downtown Park. Ways to highlight the past include timeline bursts, history board, live history through storytelling and ways for all ages to interact with Cary’s history. The documentary will be shown throughout the day at The Cary Theater. Walking tours offered during the day also could be a possibility.

**Kid’s City:** Lewis shared this area would be at the Ivey-Ellington House front yard 3-9 p.m. and be an ideal area for families since it is shaded and has space to spread out, but closed enough for parents to keep an eye on
their children. Children would have the ability to share their vision of Cary here using the following potential materials: Legos, recycled material, drawings, larger than life set ups, etc. There would be options for all age ranges allowing them to engage and share what Cary is to them.

**Time for Cake:** Lewis shared the plan for a 42-foot-tall cupcake tower that would be located at Fidelity Plaza. The hope is this would break the Guinness Book of World Records for this kind of display. The idea is to create something that people will talk about for a long time. The plan is for the structure to have cooling fans inside to keep the cupcakes cool within their sealed containers. There would be thousands of cupcakes from local bakeries and grocery stores. The plan would be for the cupcakes to be either donated, sponsored, or purchased.

**Throwback Games:** Lewis shared games would be located throughout the event layout. There would also be carnival games and midway rides. The backyard of Ivey Ellington house would be ideal for rides to allow for set up and safety measures. There would also be small board game stations, digital games (arcade alley), and PlayStation/Xbox games. Larger than life size games would also be part of the event, which could include Family Feud, Price is Right, and Yahtzee. These games would create a fun atmosphere for all ages.

**Food and Beverage:** Bell shared the plan is for a variety of food throughout the festival and that food trucks would be the most convenient. They would like to partner with local restaurants in Downtown Cary as well. They would be looking for a good mix of hearty food and snack items. A beer garden would be located in the old Cary Library lot. The area wouldn’t just be for drinking, but taking the idea of a beer garden to the next level by having it be a desired hang out spot for all, not just those choosing to partake in the offered beverages, featuring areas to relax, picnic tables, creative cabanas, glow furniture, and bistro lighting. The area would feature the three local Cary breweries and possibly other local vendors.

**Entertainment:** Bell shared there would be a great mix of options for entertainment featured on the Main stage, at The Mayton, and by the Cary Arts Center. Cultural groups would perform at the Cary Arts Center stage, The Mayton would feature 3-5 person groups or bands on the rooftop, and there would be roving street performers. One of the main stage entertainment ideas is a live lip sync battle that citizens could submit videos for and a committee would select the top three to perform at the event.

**Giveaways:** Bell shared giveaways could be food related, or goodies like glow bracelets and other items that could be used when it is dark. They will be giving away 150 trees as well. As far as merchandise, they would like to sell trendy shirts, wine glasses, sunglasses, etc. They would like to possibly partner with Pepsi as they do for Lazy Daze to have the Cary150
logo on Pepsi cans.

**VIP Party:** Lewis shared a party for the stakeholder to celebrate and acknowledge everyone’s hard work. The Mayton would be an ideal location for this and would feature mingling, dancing, and light food.

**Grand Finale:** Lewis shared that this would be a showstopper featuring projection mapping done on the Cary Arts Center. Projection mapping allows for architectural features of the Cary Arts Center to be heightened and enhanced to create a fun and memorable show. Lewis referenced what Disney does on the castle in Disney World. The show would be five minutes in length and Cary would contract with a firm. There would also be laser lights and confetti potentially down Academy Street. After the show, a flash mob would begin to the song YMCA, but changed to CARY. There would be a contest to rewrite the YMCA song to CARY. There would be a dance created to be paired with the winning song and this would occur all down Academy Street from the Cary Arts Center.

Bell reviewed overall Covid-19 safety options. They shared their understanding that some of the ideas presented could be challenging to pull off during a pandemic but mentioned there is a lot of flexibility to what has been presented safe for attendees. Elements to ensure safety include doing free time tickets to restrict the amount of people, masks, sanitizer, hand washing stations, temperature checks, extra cleaning, and single use activities and items.

Bell opened the floor for questions and members had the following feedback:

Martin shared that Festival and Events committee saw this presentation earlier and the group was excited. She shared that they had thought to use an outside event firm, but we decided to go with the internal event team.

Member felt like it was a lot of great information and that the event feels positive and exciting. Feels very positive and excited about presentation.

Members loved the presentation and wanted time to process all they saw and heard but were blown away by the amount of work and ideas shared.

Member had experienced a projection mapping show and shared they cannot wait to see it in Cary.

Member noted there would need to be some environmental thought put into the event, such as packaging for the cupcakes and wanted the group to think about ways they can minimize trash or use compostable items.

Members all thanked the event group for all their hard work on their planning for this event.

Feedback will be discussed at next Festivals and Events committee and next steps addressed.
4.2 Committee Updates

**Commemorative:** Members provided updates with the Task Force, which included that the tree markers for the 150 commemorative trees were changed from plastic to metal. The web site will have an online store to sell the commemorative items. Staff is currently looking into graphic designers to handle the design of Cary150 items. Currently, an ornament is being finished up being designed and will then be reviewed. Unsure if it will be on sale for this holiday season.

**Public Engagement:** Member shared that the group saw a preview of the website and they hope to share with the full Task Force at the November meeting.

**History:** Member shared that there will be two walking tours and three driving tours. All of which will be self-guided. Existing resources are being used to develop each of these tours. The History committee asked the Commemorative committee to think about a small, but enjoyable item that could be given away as recognition to those that complete the tours. They also asked the Public Engagement committee to be thinking about the best ways to promote and if all tours are available throughout 2021 or promote and release them in another way.

Martin noted that these tours are great because they can be safety done during a pandemic, regardless of what 2021 looks like.

**Festivals & Events:** Member shared the bulk of their update was tonight’s presentation. They shared that the Gala is being worked on by a committee made up of staff. The Gala will be in the fall of 2021, on November 13. An update will occur at the December Task Force meeting.

5. **OLD BUSINESS**

None.

6. **ADJOURNMENT**

The meeting adjourned at 7:29 p.m.
CARY’S 150th
A Day to Remember...
Other 150th Celebrations

City of Santa Ana (2019)
- Giveaways
- Free food samples
- Family friendly activities
- Raffle
- 2 Stages of Entertainment
- Cultural Performances
- Time Capsule
- Grand Finale Fireworks

Port of San Francisco (2013)
- Opening Ceremony
- Water Tours
- Walking & Bike Tours
- Treasure Hunt
- Open Houses
- Special Exhibits
- Lectures
- Food & Beverage

Country of Canada (2017)
- Commemorative Currency
- Commemorative Stamps
- Free Passes to National Parks
- Official Flower
- 150 Interconnect Murals
- 4-Part Online Documentary
- Celebrated Regionally
- Sport Team Representation

Most small cities used July 4th as their celebration event
What are the Essentials of a Birthday Party?
A Day to Remember…

**Event day:** 3 p.m. – 10 p.m. | Downtown Cary

- Dedication Ceremony
- A Look to the Past
- Kid’s City
- Time for Cake!
- Throwback Games
- Food & Beverage
- Entertainment
- Commemorative Giveaways & Merchandise
- VIP Party
- Grand Finale

COVID-19 Safety
Dedication Ceremony

4:30 p.m. – 5 p.m. | Main Stage

CARY Hometown SPIRIT Award

PROCLAMATION

 attachment: 2020.010.20_Cary150TaskForce_Cary150CelebrationPresentation (Big

Packet Pg. 17
A Look to the Past
All Day | The Cary Theater, S. Academy St., Cary Arts Center
Kid's City
3 p.m. – 9 p.m. | Ivey-Ellington Front Yard
Time for Cake!

3 p.m. – 10 p.m. | Fidelity Plaza
Time for Cake!

3 p.m. – 10 p.m. | Fidelity Plaza
Throwback Games

3 p.m. – 10 p.m. | Throughout the Festival
Food & Beverage

3 p.m. – 10 p.m. | Throughout the Festival & Old Cary Library Lot
Entertainment

3 p.m. – 9:30 p.m. | Main Stage, The Mayton Inn, Cary Arts Center
Commemorative Giveaways & Merchandise

3 p.m. – 9:30 p.m. | Throughout the Festival
VIP Party
7 p.m. – 9:30 p.m. | Cary Arts Center
Grand Finale

10 p.m. | Cary Arts Center & S. Academy St.
COVID-19 Overall Safety Options