



July 30, 2009

Special Meeting Minutes – Rumble on the River

The meeting was held at the Dundy County Senior Center located at 710 Chief Street, Benkelman, NE. Members present: Joya Neville, Randy Hudson, Joyce Blair, Bob Prangley, Florence Parker, Jan Hudson, Shannon McAdams, Gary Clark, Rita Jones, and Jann Clark.

1. The meeting was called to order at 12:15 pm by President Gary Clark as the group enjoyed a delicious noon meal at the Dundy County Senior Center.
2. Gary fielded some questions from the group regarding the street dance in Sterling, Nebraska that he recently attended. He noted that they had a cover charge of \$10.00 per person and utilized “Tokens” for advance ticket sales to prevent counterfeiting by the local youth. He noted that the Chamber in Sterling also ran the beer garden which enhanced the profits on their event. In contrast, the “Rumble” will be free will donations given to the breast cancer mammography fund at the Dundy County Hospital. A goal of \$29,141 has been set.
3. Rita Jones shared a letter received this week from Senator Mike Johanns commending the Chamber and the Dundy County Hospital for undertaking the “Rumble”. She noted that a phone call was also received this week from an aide at Senator Ben Nelson’s office advising that written correspondence is forthcoming. Gary plans to travel to Lincoln on August 12th for a special proclamation signing ceremony at Governor Dave Heineman’s office. He hopes that some of the band members from the Rumbles will also be in attendance. This document proclaims September 18th as “Rumble on the River” day in Nebraska.
4. Joya Neville shared the design created by her and Sally Hudson for the “Rumble” float for the Dundy County Fair Parade. The entry will consist of a 16-foot tall commemorative breast cancer ribbon all done in pink balloons. Randy Hudson’s equipment trailer will be transformed into a pink traveling billboard advertising the event. All were invited to assist in float assembly which would happen Thursday and Friday afternoons and evenings at Ohrman’s shop on the east side of Benkelman.
5. With the free will donations applied toward affordable mammograms at Dundy County Hospital, expenses for the show were discussed. Gary has acquired white melamine paneling which will be cut into 2 X 4 squares and sold for businesses to create advertising placards and display at the dance.

The prime spots along the stage will be sold for \$250 each, the spots at the concessions stand and the entrances will be sold for \$200 and the area along the side of the dance arena will be sold for \$150. The complete plan for selling the advertisement will be finalized at next week's regular meeting.

6. Other promotional avenues were discussed. What about using Facebook or Twitter? Those in attendance were asked to investigate other opportunities to get the word out. Bob Prangle discussed the utilization of corporate sponsors for the event. Rita offered to draft a letter that could be used to solicit funding and would mail out provided she had some assistance with contact information. There was some discussion on getting the Dundy County brochures out and on display to be available to the public.
7. Gary closed the meeting by reminding the group that the really great thing about the event is that all the money will stay in Benkelman and be used to improve the lives of our community members. He mentioned that donations can be given in memory of a loved one who had breast cancer or in honor of those who are the survivors. Gary presented a check to the chamber in the amount of \$1,000 and a pledge for a similar donation each of the next 4 years. In this, he challenged the group and the community to make their donations and pledges.
8. Next meeting:

Regular meeting on August 6th, 6:00 pm at the Dundy County SR Center.

Adjournment at 1:00 pm

/s/ Rita Jones, Secretary DCCCD