

*** Tuesday, January 13th, 2026 @ 6:00pm**
@ Carol's Home *

- **Attendees:** Diana Schwartz, Carol Williamson, Dudley Dunlavey, Ashley Beasley, Laura Dietrick-Gillim, Sheila Evans & Nancy Wallace
- Quiet Corner:
 - Ashley said she believes the committee may be able to generate some revenue by renting out the equipment we have from our quiet corner.
 - \$600 worth of equipment including tent
 - Local organizations have expressed interest in renting for their events.
 - Equipment is currently stored in Diana's shed.
 - The price point would need to be affordable for small towns, but could be priced with or without the tent. Another price point could be provided if they wished to have the quiet corner staffed by a member of the committee.
 - Ashley said she believes renting out the equipment isn't problematic legally. Concerns about it being seen as "for profit" were put to rest by Carol's husband who looked it up and as long as no committee member is making a kickback/profit of some kind from the rental, we should be within legal rights.
 - May need to provide disclaimer to those renting the equipment expressing that they assume responsibility for safety when it comes to use of the equipment. Ashley said she was very careful to purchase things that should not be seen as harmful.
- Side note: Diana looked and the leftover trophies from last year's car show are not in the stuff in her shed. She contacted Jessie Sample, who is going to check her storage to see if she has them.
- Website:
 - Ashley reports that the website is up and ready to go with a few things to tweak here and there, but ready to take donations/payments.

- Need photos of every committee member for the team photo section of the site. Have those sent to Ashley by January 19th.
- Minutes from each meeting are to be uploaded to the website afterwards so that community members can still get updates on plans even if they are unable to attend meetings.
- Scarecrows on Main section:
 - Registration will be on the website. Opening it up to families this year in addition to businesses.
 - Guidelines and FAQs on the website as well
 - Decided not to mention previous year's registration fee amount so as not to be compared in case of increase.
 - Nancy & Tim are going to check on the number of light poles on Main Street as well as other areas around town where we may be able to install the scarecrows.
 - \$50 registration fee again this year, but with a premium option of \$75 if they want to ensure they get a spot on Main Street.
 - Non-refundable
- Annual Report:
 - Could post financial report on website.
 - Accomplishments of the committee over the past year.
 - Number of volunteers.
 - Donors
 - Transparency documents (990 Not-for-profit document)
 - Newsletter will be done quarterly as well.
- Sponsor Tiers:
 - \$100 - Hometown Hero
 - \$500 - Vision Builder
 - \$1,000 - Pathfinder

- \$2,500 - Trailblazer
 - \$5,000 - Community Partner
 - \$10,000 - Legacy Partner
 - Asking for sponsorships for the entire year instead of throughout the year. If sponsors wish to have their donation go to a specific event, there will be a place to select that on the donation form.
 - Will need to figure out what all the benefits are for each donor level.
- Vendor Portal:
 - Registration will be password protected and \$20 to fill out the form.
 - Committee will then choose from applications to ensure we don't have vendors selling the same type of items. Maggie assures us this is the procedure that is followed in other towns and festivals for vendor signups.
 - Booth fee will be \$75 this year.
 - Can lower fees later if we are not seeing the response in vendor signups.
- Discussion was held about pushing the button to start the fireworks display. The committee could auction off the honor as a way to generate excitement and revenue for the event.
- Advertising for the committee this year was discussed. Would like to ask Daniel with Bragg Sports Media if he would mention the events or if there would be a cost for that. Diana said she will find out the figures from him and let the committee know.
 - Will also look into how much it would cost to be put in the athletic programs or any other concerts at the school.
- Carnival Update:
 - Ashley spoke with Brandon with Ohio Carnival Company. Everything is fine. He was on a small vacation after the end of the season.
 - He would love to be able to come back to Sheridan, but would love to bring more rides and food possibly. Our current date for Harvest Moon would need to be changed to another weekend.

- Committee decided the weekend of October 17th & 18th would be good as it is the end of fall break when folks will be returning home. Ashley will check with Brandon on availability.
 - “Accident” reported at the end of Harvest Moon was just a sprained ankle when one of his workers stepped backwards incorrectly.
- Sponsor email:
 - Ashley will have visuals together for it shortly.
 - Carol writing the email and then sending it to Diana for batches of emails to be sent out.
 - Diana compiled a spreadsheet from several different sources collected over the past two years. It contains past donors/sponsors, members of the community, and local businesses. Committee members will look over the list and send any corrections or additions to Diana so she can update the spreadsheet.
- Fireworks Contract:
 - 3 quotes have come in so far.
 - SkyMagic \$19,000
 - Ryan Retz \$12,500
 - BurgerHaus \$15,000
 - Still accepting quotes.
- 4th of July festival plans:
 - Lots of ideas came from the meeting yesterday. Diana will have notes from the meeting soon.
 - The consensus of attendees at the steering meeting was that the parade time cannot be changed.
 - Could have vendors only attend in the morning and then leave around 2 or 3pm. Evening vendor could just be popcorn/soda out of the concession stand of the park.
- Rev’d Up Rides plans:

- Kaitlyn Ramirez sent an email last week about the application for the car show. The town has decided to require their application be turned in 60 days before any event which then requires INDOT approval to be submitted 105 days before the event given that they have a 45 day response time. Kaitlyn submitted the INDOT request for Rev'd Up Rides for us.
- Nancy & Tim are checking car spaces on Main to get a good idea of how many cars we can feasibly fit.
- Concerns about using Georgia Street as our Plan B location were raised. Georgia's sidewalks are crumbling and there isn't nearly as much room for cars given how narrow the road is. We don't want to lose participants because the backup location was such a letdown. It was decided that the school parking lot would be a much better Plan B location given its openness and clean facilities.
- Carol is going to talk to Curt Whitesell soon about % of beer sales being donated if we are on Main Street.
- Donuts and coffee sounds like a good fit if the event is indeed at the school.
- Ashley spoke with Donut Envy. They have donuts and can do hot beverages too.
- Nancy and Laura are going to work on a list of car clubs to invite
- Dudley is contacting Ron Stone about a Model T assembly exhibit that was mentioned to one of the committee members
- Diana is going to check with Chrissy Helle about apparel fundraiser items and what we should do with them.
- We had a euchre tournament in the first part of last year at Cheryl Merrill's place on Main Street. Diana will contact her about when might be a good time to have one again.
- Carol is going to be filing taxes soon.
- We are paying [Wix.com](https://www.wix.com) \$36/month to be able to edit and take payments from the new website.

- Sheila made a motion that we approve the minutes from the meetings on December 9th and 28th. Carol seconded. The minutes are approved with a majority vote.
- **Next Meeting:**
Sunday, January 25th @ 3:30pm @ Gosia's Rustic Kitchen

Minutes submitted by: Diana Schwartz 1.14.26

Approved: