

**MINUTES OF THE CITY OF ST. CLAIR SHORES  
MEMORIAL DAY PARADE COMMITTEE  
January 4, 2022**

**PRESENT:** David Ellis, Chair Person  
Kyle Nicholson, Vice-Chair Person  
Linda Bertges  
Catherine Destefano  
Pam Mason  
Robert Muha  
Councilman David Rubello

**ABSENT:** Justin Hearn (Unexcused)  
Maria Galla  
Rehne Myers

**ALSO PRESENT:** Jenna Franklin  
Bob Mason  
Jamie Victory  
Kendra Kroll, Recording Secretary

**1. OPENING**

The meeting was called to order at 7:02 p.m. and the Pledge of Allegiance was recited by those in attendance.

**2. ROLL CALL, INTRODUCTION OF ANY NEW MEMBERS OR GUESTS, EXCUSALS**

Roll call was taken and a quorum was present. Mr. Ellis noted that Maria Galla and Rehne Myers requested to be excused. He introduced new member, Catherine Destefano and guest Jenna Franklin.

**Motion by Mr. Nicholson, seconded by Ms. Mason to excuse Maria Galla and Rehne Myers.**

**AYES: All - 7**  
**NAYS: None**  
**ABSENT: Hearn, Galla, Myers**

**3. REVIEW AND APPROVAL OF MINUTES FROM NOVEMBER 2, 2022 MEETING**

**Motion by Ms. Bertges, seconded by Ms. Mason to approve the minutes from the November 2, 2022 meetings as presented.**

**AYES: All - 7**  
**NAYS: None**  
**ABSENT: Hearn, Galla, Myers**

**4. IDENTIFICATION OF VACANCIES, NEW APPLICANTS**

Mr. Ellis noted that Jenna Franklin, who is in attendance, has submitted an application to be on the committee. If approved that will fill the existing open position.

There was discussion of Committee Member attendance and interest in continuing to be on the committee. The City recommends no more than two unexcused absences to remain on a board. Mr. Ellis will reach out to members with excessive unexcused absences and will initiate the removal process with regret if needed.

**a. Recording Secretary appointed by City**

The City Clerk has confirmed that Municipal Clerk Specialist, Steve Keith, will be the recording secretary for the Committee beginning with the February meeting.

**5. CANDIDATES FOR COMMUNICATIONS CHIEF**

Mr. Ellis stated that Greta Rubello cannot continue as the Committee's Communications Chief and he will contact Rehne Myers to see if she wants to fill this position since she is not able to attend meetings on a regular basis.

**6. SPAGHETTI DINNER**

Ms. Bertges stated she has reached out to all the catering halls in St. Clair Shores that she knew of, including Lakeland Manor, Barrister Gardens, Marchiori Catering, Encore and Blossom Heath. She said she has heard back from all except Lakeland Manor. Encore and Blossom Heath costs are \$34.95 per person which she feels is out of the question. Marchiori Catering said they really want to do the event again and will match the exact same menu as last year with a slight increase from \$9.00 to \$9.75. Barrister Gardens said the best they could do is \$15 per person.

Mr. Rubello confirmed that Ms. Bertges did not hear back from Lakeland Manor and asked when she last reached out to them.

Ms. Bertges said she reached out December 29, 2022, that she sent the information by email, and they knew the email was coming as well as when the Committee meeting was when she wanted to present pricing.

Ms. Bertges said that giving the caterer a head count is an issue because a lot of people come the day of the event. Marchiori is the only one willing work with us in that regard.

Mr. Muha said Marchiori does a good job every year and every year we look at other companies and Marchiori always comes back with the best price.

**Motion by Ms. Mason, second by Mr. Nicholson to use to Marchiori catering on the 27th of April, 2023 for the Spaghetti dinner.**

**AYES: All - 7**

**NAYS: None**

**ABSENT: Hearn, Galla, Myers**

**7. UPDATE ON PARADE COMMITTEE MAILBOX, INVITE AND APPLICATIONS RECEIPT PROCESS, 2022 PARADE BOOKS**

Mr. Ellis said he got all the parade books back. He said the Parade Committee email box is up and running. Has sent out invites and applications to last year's participants for the parade. They are starting to come in. He said this frees Mr. Rubello up to go after new acquisitions.

Mr. Rubello discussed how this will free him up to go after some of the new participants that he would like to recruit.

**8. TRACKING SPREADSHEET**

Mr. Nicholson discussed the spreadsheet that has been created of the applicants and gave an overview of the process for reviewing the applications. Mr. Ellis said everyone has real time ability to view it.

**9. UPDATE ON RECRUITING OUTREACH & VIP PARTICIPATION**

Mr. Rubello said he has gone to each of the high schools and it is always hard for the schools to come up with a float because of the timing of the summer. He reached out to the schools to let them know what the intentions are in trying to get more floats in the parade. He thinks that the committee should put a float in the parade that we can rent from the Detroit Thanksgiving Day parade. He said there are different floats and different prices. He will get more in-depth information on that. He was involved in the Detroit parade and got some good leads. He went to Mt. Clemens parade and also got the line up from the Grosse Pointe parade.

Mr. Nicholson said he has a neighbor who plays for the Detroit Lions and he will try to reach out to him about participating.

Ms. Mason said we talked about expanding the length of the parade and inviting the businesses not on the route to have a float.

Mr. Muha said Vivianos had a float in the past but they did not participate again because they had to have employees put in personal hours to prepare it.

Ms. Bertges stated that we have funds available and asked if we can offer a cash prize as an incentive.

Mr. Ellis said we would have to have the City's legal take a look at that.

Mr. Rubello asked how much was collected last year. Ms. Bertges said it was \$24,500.

Mr. Ellis said the discussion was actually the fact that we don't need to feel encumbered to break even this year because it is the 70<sup>th</sup> Anniversary.

Ms. Franklin asked if we could offer it to businesses outside of the parade route.

Mr. Ellis said anyone can have a float but it has to be a patriot float, and the business name is not the prominent display.

Mr. Rubello said historically the Committee has been down this road and they stayed away from including businesses to keep from commercializing the parade. He likes the idea but does not think he is in the majority. He deferred to Mr. Ellis on the idea of businesses participating.

Ms. Bertges said it can be promoted as a patriotic float and that your business name can be on it but not be the whole float.

Mr. Ellis stated he is very comfortable with business floats being in the parade. They need to be patriotic first and business signs kept to minimum size.

## 10. PLANS FOR IDENTIFYING

### a. Parade Grand Marshal

Mr. Ellis said he will talk to the VFW and the Legion about it. Mr. Rubello said the Parade Grand Marshal in the past has been a military person.

### b. SCS Veteran of the Year

Mr. Rubello said the SCS Veteran of the Year will be a military Veteran but also someone known to the community. He said we get a lot of great candidates for Grand Marshal so this will be a title for a secondary person. He requested that the Committee come up with a vetting process and asked that they look for Veterans that are in the community.

Mr. Ellis said every year Mr. Rubello struggles to get VIP cars and asked if it would help to get some cards made for him to hand out when making the ask. For example, he could hand out to car clubs, etc.

Mr. Rubello said he has a list of contacts for parade cars for VIP escorts from last year so we do have a little jump on that. Other Committee members can ask anyone they know with a convertible if they'd like to participate.

## 11. FLOAT RECRUITMENT DISCUSSION

Mr. Ellis stated there was previous discussion about offering a reimbursement to schools to build a float.

Mr. Rubello will talk with the City Attorney about the legality of that.

## 12. NEW BUSINESS

Ms. Bertges asked Ms. Mason if Steve will donate the \$100 boards again and can she get them by February 1. She would need three of them.

Ms. Mason said Mr. Rubello brought up a really good idea about the big markers in the road.

Mr. Rubello explained that at the end of parade there would be a big parade logo circle that lays in the middle of the street so the TV cameras can pick it up as people are going by. It is a fairly large size circle that goes down in the street.

Mr. Ellis asked who can source it, how much it costs, and how much it weighs.

Ms. Mason asked if it can be painted on the road.

Mr. Rubello asked if anyone was given a parking pass last year that were participating in the parade

Mr. Ellis said the staging was close enough to parking that we didn't need it. He said because we have limited parking behind fishbones this year, people will have to come from farther away. He said he likes the idea and we may want to do a small number of them for the fishbones parking lot after the roads are closed.

### **13. ADJOURNMENT**

Mr. Ellis said the next meeting will need to be moved to February 8 and we need to see if we can get a room reserved. Ms. Kroll checked the calendar and scheduled the conference room for February 8.

**Motion by Ms. Bertges, seconded by Mr. Muha to adjourn the meeting at 7:57 p.m.**

**AYES: All - 7**

**NAYS: None**

**ABSENT: Hearn, Galla, Myers**

[THE PRECEDING MINUTES ARE A SYNOPSIS OF A ST. CLAIR SHORES MEMORIAL DAY PARADE COMMITTEE MEETING AND DO NOT REPRESENT A VERBATIM RECORD]