

LAKEFEST 2013 PLANNING NOTES – Meeting # 3

Thursday, May 16, 2013 at 5:30 PM

Belleville Village Hall

Present: Herb Blaser, Mara Cardinal-Rohde, Mike Parkin, Jim Root, Rick Francois, Richard Wedepohl

1. Key players / stakeholders -
2. **Goals for 2013 event** (summary)
 - Goal #1: Family & Personal Enjoyment / Community Enjoyment*
 - Goal 2: Acknowledge and celebrate accomplishments; celebrate new developments and showcase future plans.*
 - Goal 3: Encourage residents to support Lake Belle View and Community Park financially and through volunteering.*
 - Goal 4: Reinforce the village's brand "Small Community, Big Heart."*
3. Key Activities (See Chart)
4. Marketing and Promotions (See Chart)
5. Logistics (See Chart)
6. Budget
 - a. JEM Grant – The grant application was rejected. We will contact some legislators who might be able to give advice.
7. Other Discussion Items
 - a. Fundraising & Recognition – It was suggested to unveil the final recognition plaque at Lakefest.
8. Next Meeting Date / Time / Agenda Items: **Thursday June 13 at 5:30 PM.**