

Breckenridge Active Living Committee meeting was held on Wednesday, June 14, 2023, at 9:00 a.m. in the Council Chambers.

Members Present: Lori Gefre, Curt Londroche, Evie Fox, Chris Loehr, Shawn Roberts, Sarah Lansing, Mandy Steinberg, Reed Johnson, Becky Tripp

Guest Present: Rick Schara (West Central Initiative- Community Engagement Specialist & Live Wide Open Coordinator), Celeste Koppe (West Central Initiative- Rural Initiative Strategist), James Vissers (Daily News Reporter), Bridget Botten

1. Call to Order

Shawn called the meeting to order at 9:00 AM.

2. Approval of Minutes: Evie offered a motion to approve the minutes from the May 10, 2023, meeting. The motion was seconded by Mandy and carried unanimously.

3. Headwaters Day – Saturday, September 9, 2023, Planning

Shawn explained an overview of what has happened during the past year's events and what is planned so far for this year.

a. West Central Initiative for Welcoming Week- Guest:

Rick and Celeste informed the committee that West Central Initiative is interested in becoming a sponsor for \$500 at this year's event. This event falls into the timeframe (September 8-17, 2023) of the national movement for "Welcome Week", organized by Welcome America. Welcome Week is an annual campaign and celebration to showcase the movement of communities striving to be more welcoming places and to bring together neighbors of all backgrounds. This sponsorship would include monetary support and additional promotion of the event. If the committee would like to receive the sponsorship, they would need to submit a paragraph of what will be taking place during the event that fits with the theme, along with an invoice.

-A few suggestions would be to have ethnic food, booths from area businesses that employ workers that have a diversity component, art from a different nationality, etc.

-The committee discussed possible options and committee members are going to reach out to some contacts they have. More discussion next meeting.

**Rick suggested looking into AARP Grants and Celeste suggested looking into Placemaking Grants. These fit with what that ALC has set for goals and what has been done in the past.

b. Entertainment:

Current happenings known for the day:

Welles Memorial Park: Double A DJ (10am-2pm), United States Axe Throwing (11am-2pm- discussion on volunteers needed and charging \$1 per throw), Miles for Max 5k in morning

Other: Headwater Queen Royalty Program, Breckenridge Friends of the Library- used book sale, Breckenridge Senior Center- rummage sale, CHI St. Francis- Farm Festival, Relay for Life

If we can get some sponsors, there are several options for other entertainment.

c. Vendors:

Currently there are eight vendors. Lori mentioned if anyone goes to a street fair, farmers market or know of any vendors get their card and/or email address. She will send out an email to invite them to have a booth at the event.

d. Sponsors:

The committee is looking for sponsors of monetary donations and/or volunteers to be used for entertainment and advertising.

e. WB Chamber Update

Lori G. met with Katie (new WB Chamber Executive Director) to discuss the roles for the Chamber and ALC for this event. The WB Chamber is currently short a staff member. So, things may need to change depending on staffing. Chamber will do the following in 2023: Chamber Newsletter (August- overview & September- full listing), Event Flyer, create Facebook Event (create the 2nd week of August), add to Chamber Event Calendar, add to Digital Sign, talk about the event on Chamber Radio Spot
-Headwaters Day has a Festival Page on Facebook and the Chamber and City are not able to find out who the administrator of the page is. There are over 700 followers currently on that page, so using the current page makes the most sense. Katie was going to investigate it further on her side.

*Shawn mentioned having one of the black mobile trailer signs to advertise and to start an Instagram Page for Headwaters Day. Lori G. is going to look into it.

6. Safe Routes to School

a. Engineering Update

There was a pre-construction meeting held with the contractor. They will tentatively start after the week of July 10th. Ulteig Engineering will be notified to supply staking before the start date. Once the project gets started it should only take about a week.

b. Education, Encouragement, Enforcement Update

No updates currently.

7. Other Business

a. Bicycle Friendly Communities

No updates currently.

b. Mental Health Awareness Month (May) Community Scavenger Hunt Update

Becky updated the committee that 97 people participated and completed the intown hunt. This hunt brought the participants to each of the Breckenridge parks, which was about 7 miles. A couple of classes from school did participate. This was grant funded and they did give out 8 - \$100 VISA Gift Cards as prizes. They do plan to continue this event. Reed suggested contacting ALC when they plan the next event, because this may be a good sponsorship for the ALC.

8. New project- discussion

a. Jefferson Park-sidewalk

No updates currently.

b. Levee path

No updates currently.

c. Ideas from youth

No updates currently.

Other

-National Night Out is Tuesday, August 1st at OxCart Trail Park

Motion by Reed to adjourn the meeting at 10:02 am. Seconded by Sarah and carried unanimously.

The next Active Living Committee Meeting will be Wednesday, July 12, 2023, at 9:00 AM.