



Sedona Fire District

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**9/11 MEMORIAL COMMITTEE MEETING
Station #6 – Chapel Area – Sedona – Meeting Room
Wednesday, October 21, 2015 / 9:00 AM**

~ MINUTES ~

I. CALL TO ORDER/ROLL CALL

Committee Members: Scott Jablow – Chairman; Dennis Burke; Leslie Hunt; Steve Hunt; David Soto

Others Present: Kyle Jablow – Technical Advisor; Tricia Greer – SFD Executive Assistant

II. DISCUSSION/POSSIBLE ACTION: APPROVAL OF 10/15/15 COMMITTEE MINUTES

Mr. Soto moved to approve the Minutes of 10/15/15; Mrs. Hunt seconded, and with one correction – separating the amount of \$38,500 on page 2 into \$30,000 (approx. construction cost) and \$8,500 (approx. construction drawings), the Minutes were unanimously approved.

III. DISCUSSION/POSSIBLE ACTION: REVIEW AND ACCEPT ARTWORK FOR FUNDRAISING BROCHURES

The fundraising brochures – one for corporate sponsors and one for individuals – were discussed and a few changes were made to the drafts. The group likes the medallion on the middle panel, although the pentagon shape is gone – but its location (Arlington) is listed. Mr. Jablow said the initial contribution donation started too high, and suggested \$2,500 be the lowest level. Mrs. Hunt said upon research, she found it is a \$100 contribution to have a name listed on the Vietnam War moving memorial. Mrs. Hunt expressed her desire to have the photo of the smoking towers returned, and also suggested the word “beautiful” be removed in regards to the memorial. *Mr. Jablow then moved to accept the corporate brochure, as presented, and with the larger photo of the side view of the memorial, remove the word “beautiful”, change photo to the after-math shot of smoking towers; Mr. Hunt seconded, and the motion was unanimously approved.*

The group then discussed the individual donor brochure. It was decided if a committee member paid for the domain name of “sedonafd911memorial” as the internet location, SFD could reimburse them for the amount from donations. Mr. Jablow thinks it is important the website be accessed through the current SFD website to create a link for donors. Ms. Greer informed him that currently, SFD’s website does not permit any kind of payment.

Kyle Jablow said he is researching “Go Fund Me” type sites to make donations. Mrs. Hunt feels we should allow individuals who do not want recognition, to use “Anonymous” or “In Memory of...”. After discussion, the verbiage for the “Donation and Recognition” page on the individual brochure was “Your tax-deductible donation of any amount is greatly appreciated for this project. Donations of \$911 or more will be offered recognition on the sponsorship wall at the Memorial.” Currently, the brochure states to mail donations to Station 1, but the committee felt, we should add: “Or donate online at www.SedonaFD911memorial.org.”, and add: “Corporate sponsorships are also available”.

Mr. Jablow said when Chief Kazian talked to the architects, he wanted to keep the cost within \$30,000 to \$35,000, but with drainage, electrical, concrete, ADA compliance, and donor medallions, it is hard to estimate cost until bids are received. The committee also wants the website to have a graph with the amount of dollars collected to date. The group discussed the possibility a local construction company might donate labor – and just charge for the materials – as an in-kind service. After discussion of the pros and cons, the consensus of the committee was to not include a specific cost amount of the Memorial on the brochure. Mr. Hunt commented he researched other 9/11 memorials across the country, and most were simple, with only a few more expensive sites.

Mrs. Hunt asked that all font in the flyer be consistent for a better appearance and the group agreed.

Mr. Jablow asked that finalization of the individual brochure be added to the next meeting Agenda. Ms. Greer will email the draft individual donation flyer along with the Minutes for the group's review. **Mr. Jablow then moved to approve the draft individual donation and recognition brochure, as discussed; Mr. Burke seconded, and the motion unanimously passed.**

IV. DISCUSSION/POSSIBLE ACTION: APPOINT A COMMITTEE MEMBER TO NEGOTIATE FUTURE FUNDRAISING EVENTS

Mr. Jablow said this committee member appointment is critical; he shared information about an opportunity for a fundraiser in connection to the moving Vietnam Veterans Wall; he and Chief Kazian met with a group of prominent citizens to discuss possibilities. More specific information regarding the event will be discussed at future meetings. **Mrs. Hunt moved that Scott Jablow continue negotiating for the future fundraising event; Mr. Hunt seconded, and the motion unanimously passed.**

V. DISCUSSION/POSSIBLE ACTION: FUNDRAISING IDEAS

The group discussed the possibility of donating any funds in excess of the cost of the Memorial to the Arizona Firefighter Memorial, firefighter charities, or other 9/11 related charities.

The committee discussed groups they could contact or other fundraising ideas, as follows:

- APS and other utility companies; Marc Sterling and other Sedona 30 Members – Scott Jablow.
- IAFF at State level and other firefighter-related associations – Dave Soto (Mr. Jablow noted that the Local 3690 firefighter union has committed to donate \$500.)
- Firefighter retirees of the FDNY (a group of about 80 individuals in Phoenix) – Dennis Burke.
- Peace Officer Retirees through retired-Flagstaff PD and Judge Tip Roberts; Realtor Association, Rotary; as well as other business contacts in Phoenix, New York, and local – Leslie and Steve Hunt.
- Mr. Soto will draft a general donation solicitation letter to be reviewed and approved at the next meeting. Any member can send email solicitation for the project to acquaintances, but this will be more formal.
- Mr. Burke asked if a poster could be placed at the Chamber Visitor Center in Uptown; Mrs. Hunt used to work there and said they would probably place printed brochures. Mr. Jablow will contact Chamber President Jennifer Wesselhoff for permission. He also is contacting representatives of the Sedona Marathon (and other events) to display the girder with a collection box.
- Mrs. Hunt commented brochures and a display at the Library would get high visibility.
- Mrs. Hunt suggested another article in the *Red Rock News*; Mr. Jablow is working on one with a photo of the firefighter union's \$500 donation (which will be the first official donation).
- The Sedona Film Festival will have a private showing of a movie about 9/11 for donations to the project at the Mary Fischer theatre.
- Mr. Jablow met the Editor of *Sedona Magazine* who might be interested in doing an article on the project.

Mr. Jablow asked for thoughts on using the approved white 9/11 logo flags from the Port Authority with the old World Trade Center silhouette to drape on the trailer with the girder; the group expressed interest; he also said the flag could fly above the Memorial under the American flag.

The group thought the email for Memorial information should be contact@sedonafd911memorial.org.

Ms. Greer will email architectural renderings to the committee, so they can share with potential donors.

VI. ADJOURNMENT

The next Committee meeting was scheduled for Tuesday, 11/3/15 at 9:00 AM at Station No. 6. The meeting was then adjourned at 11:00 AM.

Tricia Greer, Recorder to the 9/11 Memorial Committee

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