



Sedona Fire District

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9/11 MEMORIAL COMMITTEE MEETING Station #6 – Chapel Area – Sedona – Meeting Room Tuesday, November 3, 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

Mr. Jablow opened the meeting at 9:00 AM and stated his plan is to resign from the Sedona Fire Board in December, although he will continue as Chair of this committee; also, committee member, Dave Soto, applied for the recent vacancy of Nazih Hazime's Board position and is next on the list of candidates for Board appointment. Tim Ernster was recently appointed to take Mr. Hazime's position. Mr. Jablow informed the committee the local Firefighter Association made the first donation to the Memorial of \$500.

II. DISCUSSION/POSSIBLE ACTION: APPROVAL OF 10/21/15 COMMITTEE MINUTES

Mr. Jablow moved to approve the Minutes of 10/21/15, Mr. Burke seconded, and it passed unanimously.

III. DISCUSSION/POSSIBLE ACTION: REVIEW AND APPROVE GENERAL DONOR SOLICITATION LETTER

Mr. Soto said he worked on a general solicitation letter, but found it difficult since there is no specific target audience. He said there are many organizations within his appointed area of the fire service; Mr. Jablow will consult with Fire Chief Kris Kazian to narrow down potential donors in the Arizona fire service. Mr. Soto said he would continue work on this, but wanted to be more specific if the letter is for individuals or corporate donors. Individual fire districts and departments would probably not be able to donate to the memorial. Mrs. Hunt commented her concern with a letter is it may not even be opened and suggested a postcard, which is also cheaper postage. Mr. Burke liked the postcard idea because it visually grabs the viewer, unlike an envelope. Mr. Jablow suggested a 5" X 7" format, which would probably cost less than \$100 for 100. He has the ability to print out labels for businesses. The group also discussed an insert in the *Red Rock News*, but decided it would be too expensive. Mr. Jablow said he would design a simple postcard with photos of the World Trade Center and artist rendering of the Memorial.

Mr. Jablow believes the solicitation flyers should be combined into one – instead of two, and that the amounts in the corporate flyer may be set too high. With the consensus of the committee, he would like to remove the largest amount and add verbiage that any donation over \$911 will receive recognition in proportionately sized font on the plaque. Mrs. Hunt said our strongest message is "We will never forget" and suggested it be added to all printed material of the committee; Mr. Jablow will put it on the front of the flyer in bold, italicized red font.

IV. DISCUSSION/POSSIBLE ACTION: REVIEW AND ACCEPT ARTWORK - DONATION PLAQUE STYLE AND LOCATION

The committee discussed the style and location of the architectural renderings of the donation plaque, which were provided by LEA Architects. Individual engraving of the names would be more expensive than a single plaque. Mr. Jablow stated he actually liked the location behind the bench better than the originally proposed location; the plaque will be at least 5' long, but could be the entire length of the bench at 11' if there are a large number of donors. Mr. Jablow suggested the SFD logo could be on the back of

the bench, or where the other logos are located. Mr. Soto wondered if the idea of the donor plaque being on the wall between the station and church parking lot was discussed; Mr. Jablow said LEA had proposed this location and he is not sure if an alternative was contemplated, but this committee could ask them to do so. The consensus of the committee agreed the proposed location was good.

V. DISCUSSION/POSSIBLE ACTION: ORGANIZE COMMITTEE MEMBER ASSIGNMENTS AND SEARCH OUT CORPORATE FUNDING

Mr. Jablow said he is finding, since it is late in the year, many organizations have already reached their donation maximums, and the committee may need to reach out for these donations early next year.

VI. DISCUSSION/POSSIBLE ACTION: DONATION OFFER FROM SUDDENLINK

Mr. Jablow contacted the northern Arizona representative of Suddenlink and requested a donation; Suddenlink offered either \$2,500 cash or \$5,000 to include \$1,000 in cash and to run a television commercial, but we would have to do the production. Mr. Jablow's current goal is to reach the \$8,000 mark and have the construction drawings done, so we can get bids and find the true cost of the project to know our next fundraising benchmark. He has tentative commitments for \$5,000 or \$6,000 including from some local individuals. The committee's consensus was to accept the \$2,500 from Suddenlink.

VII. DISCUSSION/POSSIBLE ACTION: OTHER FUNDRAISING IDEAS

The group then discussed asking for donations from several local, regional, and national corporate sponsors, as well as individuals the committee members know. Mr. Jablow will ask Fire Chief Kazian, who is a Rotary Club member, if he would request donations from the club – as well as if he would give a presentation to the Sedona 30. Mr. Jablow is addressing the lodging council next week, and some hotels are interested in donating. Mr. Jablow said we need to get the solicitation postcard printed for mailing as soon as possible. The following areas of solicitation were again discussed:

- Mr. Burke – FDNY-related groups; help organize a Canyon Mesa golf tournament with Chief Kazian; contact Glen at Sedona Now as he is a New Yorker to see if he is interested in helping
- Mr. Hunt – Law Enforcement-related; Sedona 30; Realtors; possibly a fundraiser at PJs Pub; he will contact the Sedona Library to see if a display and brochures could be placed there.
- Mr. Soto – Will contact Ray Cota of Sedona PD and Sedona.biz.

The committee's e-mail for donors is contact@sedonafd911memorial.org. Kyle Jablow will create a spreadsheet to track who committee members contact for donations, so there is no overlap. He will send an email invitation to the committee this week.

Mr. Jablow is working on a press release and advertising.

VIII. ADJOURNMENT

This meeting was adjourned at 10:15 AM.

The next meeting is scheduled for Monday, 11/9/15 at 1:30 PM at St. #6.

Tricia Greer, Recorder to the 9/11 Memorial Committee

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