

Roeland Park 75th Anniversary Planning Committee

Meeting Minutes – August 20, 2025

Time: 6:00 - 7:30 PM

Location: [Roeland Park City Hall Large Conference Room]

COMMITTEE MEMBERS (all present in bold):

Michael Poppa

Julie Weeks

Kate Crocket

Benjamin Dickens

Shea Geist

Jan Peters

Emily Hage

Debbi Shraeder

Harold Morales

Jonna Crosby

Katie Garcia

Ruth Feldblum

Minutes

1. **Welcome & Call to Order:** called to order 6:01pm

A. Roll call: see above

B. Approval of minutes from July meeting:

- a. Motion to approve - Shea Geist
- b. Seconded - Debbie Shraeder
- c. Approved - unanimous

2. **Subgroup progress updates**

A. RoeFest

a. Next steps to select where to host event:

- i. Ideal components to determine financially and physical
- ii. Police feasibility
- iii. Traffic routing
- iv. Hours
- v. Activities
- vi. Emily: want a stage, eye-catching for kids, beer garden type place, and inflatables

COMMITTEE DISCUSSION: Meeting between Jonna, Corey and Mike to discuss logistics, cost of closing down Roe was delayed. Mike confirmed closing Roe Blvd (between BK and Walgreens) is logistically feasible.

Shea has been reaching out for referrals for fair organizers. Inquiries will look at company cost and what is included in their coordination service (insurance, power, logistics, etc.)

A question was raised about the added cost of street closing vs using R Park + shuttle.

If attendance reaches thousands, parking would be an issue at R Park.

Revisited August date based on heat and back-to-school conflicts. RP Neighbors group will host an event Sept 12th or 19th. Discussed shifting date to a Sunday, but there is concern about possible conflict with the Chiefs schedule, which wouldn't be known with enough advanced notice.

- New date on the table: Saturday, October 3

The date needs to be finalized at the September meeting.

ACTION ITEMS (due next meeting):

- Create list of other fall festival events that might draw attendees away (Debbie)
- Get estimate from Corey on the costs to shut down Roe (Mike→Shea)
- Get estimated cost, cost sharing and list of what is included from prospective event organizers (Shea)
- Follow up with a new connection fair events connection Joey found. (Shea)

B. Committee Liaisons

- a. Updates on committee concepts
- b. Event/Activation Calendar - considerations for committees
 - i. Ask committees for feedback/preference on timing for their activity

UPDATES FROM STANDING COMMITTEES:

DEI (Harold): Will conduct community interviews (written and video, post on website); they meet next week at which time they will work out details, timeline and submit their completed activity form.

Aquatics: Will plan to host a pool party at the Roeland Park Pool near July 4th. Details to come.

Parks and Trees: They plan to organize a tree planting campaign to plant 75 trees; the timing will likely be in the spring or fall

Sustainability: Their activity will be to host repair cafe and they're targeting April 2026

Ad-hoc Historical committee: Has finalized the 75 years sign

Arts: Still awaiting committee feedback. Brainstormed some ideas that could be brought to the Arts committee:

- Create coloring book outlines for Roefest activities station (past, present, future themes, would need to do an open call to local artists)
- Work with area elementary schools to do an art project that could be displayed at Roefest (possible theme - community reflections)

ACTION ITEM:

Reach out to area schools for input on youth engagement opportunities (Debbie and Emily)

C. Marketing & Communications

a. Updates on logo development

Feedback on round 2 logos went to Kate C. and top picks were shared for additional feedback. Discussion ensued about consistency with current RP branding consistency. Samples do use the same colors and font, and they incorporated last month's feedback.

ACTION ITEM:

- Kate C. will finalize art and distribute to the RP75 group

b. Updates on webpage on City website

DISCUSSION:

The plan is to have the framework ready by late fall. Need to see options for hosting on City site vs external. Look at:

- Landing page
- Features
- Activities, calendar
- Limitations
- Cost

Possible content

- Roefest (save the date to start, then fill in with details)
- RP75 Activities Calendar
- Sponsors

ACTION ITEM:

- Add to next month's agenda: Ways to engage with Roeland Parker Newsletter (every 2 months)

D. Sponsorships

Funding team reviewed the sponsorship plan handout. Target revenue goal is based on an estimated cost of > \$60k for Roefest. Inventory and deliverables will go into a sponsorship deck. Timeline was to have the deck ready by September 1, but Roefest date and framework are needed to be able to determine inventory.

ACTION ITEMS:

- Review the City gift acceptance policy to ensure it's compliant (Mike/Ben)
- Share the working spreadsheet where team can drop in sponsor ideas (Ruth)
- Adjust timeline to allow for finalization of Roefest date (team)
- Connect with Katie G on deck design. (Ruth)

3. Key Dates/Timeline

- A. Deadline for inclusion in 2026 City budget (\$40k) - complete
 - a. \$40,000 in draft 2026 budget
- B. Area school considerations (see Arts discussion above)

Date	Tactic	Notes
Fall 2025	Committee planning complete	
Winter 2025	75th Anniversary landing page published	Need to have finalized to publish: logo, Roefest date, calendar to list all committee events,
January 2026		
February 2026		
March 2026		
April 2026	Repair Cafe (Sustainability)	
May 2026		
June 2026		
July 2026	Aquatics Birthday Party pool party	July 2026
August 2026		
October 2026	RoeFest	October 3, 2026

5. Next Steps/Action Items

Several committee members noted conflicts with next month's scheduled date.

ACTION ITEMS

1. Ask Joey to revisit the date for next month's meeting. (Emily)
2. Create list of other fall festival events that might draw attendees away (Debbie)
3. Get estimate from Corey on the costs to shut down Roe (Mike→Shea)
4. Get estimated cost, cost sharing and list of what is included from prospective event organizers (Shea)
5. Follow up with a new fair events connection Joey found. (Shea)
6. Reach out to area schools for input on youth engagement opportunities (Debbie and Emily)
7. Kate C. will finalize logo art and distribute to the RP75 group
8. Add to next month's agenda: Ways to engage with Roeland Parker Newsletter (every 2 months)
9. Review the City gift acceptance policy to ensure it's compliant (Mike/Ben)
10. Share the working spreadsheet where team can drop in sponsor ideas (Ruth)
11. Adjust timeline to allow for finalization of Roefest date (team)
12. Connect with Katie G on deck design. (Ruth)

6. Adjournment

Meeting adjourned at 7:32pm

Next Meeting: Wednesday, September 17, 6:00pm (subject to change)