

2007 TROLLEY TOUR

Second Meeting of 2007 Trolley Tour Committee (04/11/07)

In Attendance:

Sandy Price, Bob Wyman, Diana Kenney, Brice Alt, Lee Ann Atwood, Michelle Rozovics, & Tom Nemcek

Minutes:

The meeting began with discussion of the ticket design. Diana presented her design that allows for 6 tickets to be printed on an 8.5" X 11" piece of paper. The design was approved and will be laser jet printed on the same heavy stock paper that the cover of the tour guide will be made from. The tour times will be edited as the tickets are being printed. There will be 9 tours (with a possible tenth if the cost and scheduling with the trolley company work out – Bob to investigate) and the times will be:

11:00 A.M. 11:30 A.M. 12:00 P.M. 12:30 P.M. 1:00 P.M. 1:30 P.M.
2:00 P.M. 2:30 P.M. 3:00 P.M. 3:30 P.M. (optional)

Sandy then brought up the advance notice letter. Everyone reviewed the letter and thought it was a good idea to extend to past Heritage Tour volunteers a courtesy letter telling them about the trolley tour and ticket information. Sandy will lead the effort to get those letters stuffed, addressed, and mailed.

The discussion then moved to the tour guide fact cards. Bob is leading this effort and showed everyone examples of the cards with both facts and a sample tour introduction. Everyone felt the concept was solid so Bob will get the cards created and then circulate them for review. Once approved Bob and Tom will meet with whoever else can make it at 7:30 A.M. on Sunday, May 5th, to do some dry runs of the tour to verify the timing. Bob will also create a highlighted map of the tour route for other tour guide teams to practice on their own. So far the tour guide teams look like: Bob & Jim Wyman, Diana & Lee Ann, Sandy & Brice, and Michelle and a player to be named later, possibly Sue Riegler or Jerry Schwann. With 4 teams leading 2 (maybe 3) tours each there will be plenty of time to recharge between speaking engagements.

We then began talking about the tour guidebook. Diana is about 85% done with it and showed her almost final design to everyone. She only has a few stories to finish and fill in the advertiser artwork, and we will be ready for proofreading and printing. The book will also include a section for some pub for the Civil War soldier restoration. It was decided that Diana will only get 400 books printed.

The place for the tent was brought up next, and Diana said that she would find out who was needed to contact to secure the space by Pop's Corn Crib.

Next topic – promotion. Brice completed the article for “Lifestyles” and had other articles ready to send out to “City Newsletter”, “Downtown Crystal Lake Newsletter”, and “Crystal Lake Historical Society Newsletter”. Lee Ann will use her pull to help Brice solicit a possible article in the “Northwest Herald”. Lee Ann also suggested a possible radio interview spot on Star 105.5. Brice will look into getting a blurb on public access channel 17. Brice will finish the design for the poster, have them printed, then disburse them. He will also have 50 yard signs printed up, and each commissioner to be responsible for the placement of 10 around town. Tom will have the Heritage Tour Banner redated for this year. Then Diana had the brainstorm of putting a blurb on the placemats that are to be printed celebrating Crystal Lake history for area restaurants. She will make the adjustments to the mats before the final printing.

ACTION ITEMS:

To be completed (based upon the timeline) before the last Trolley Tour meeting (May 16):

DIANA:

1. Print and deliver tickets to Heisler's for sale.
2. Have Tour Guidebooks at the printer.
3. Make changes to historical placemats to include promotional blurb for tour.
4. Find out what needs to be done to secure tent site.

SANDY:

1. Get courtesy advance notice letters out to past Heritage Tour volunteers.

BOB:

2. Finish making fact cards for tour.
3. Make some practice dry runs for timing purposes.
4. Check into the costs of adding a 10th tour.

BRICE:

1. Get articles out to all previously mentioned periodicals.
2. Get posters printed and distributed.
3. Get yard signs printed and distributed.

LEE ANN & MICHELLE:

- Please fill in and help as needed.

Chairman's Corner:

Wow, what a solid start to this event. Huge thanks go out to Diana & Lee Ann for securing 90% of all the advertising way ahead of schedule with Bob closing out with the last one. This fantastic effort allows us to use the ticket sale money to fund our other historical programs/interests/endeavors. Thanks to Sandy for not only coming up with the idea to give advance notice to all our past volunteers, but actually putting together the letter and getting it out. More love goes out to Diana for yet another beautiful constructed guidebook and a solid ticket design. Brice is all over the promotional stuff with outstanding prose for the articles and a beautiful poster design. Hopefully, with Lee Ann's help, we can tap into some new ways to promote our biggest event. Let me not forget Bob who is burning the midnight oil digging out new and obscure factoids to keep the tour participants on the edge of their seats. The final meeting is at my house on Wednesday, May 16, at 7:30 P.M. If we play our cards correctly, we will only have a few loose ends to close out.

Peace & Love,
Tom Nemcek
2007 Trolley Tour Chairman