



Traverse City United States Coast Guard Committee



3:00 PM

Thursday, November 5, 2015

Located in: The Second Floor Conference Room

Governmental Center

Traverse City, MI 49684

Posted: Monday, November 2, 2015

If you are planning to attend the meeting and you have a disability requiring any special assistance at the meeting, please notify the City Clerk, immediately.

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AGENDA

ROLL CALL

1. Announcements
2. Consideration of approving minutes from the Regular Meeting of October 1, 2015.
3. Consideration of approving a form letter to local businesses for use of the Coast Guard City logo.
4. Consideration of holding special events to increase sales of Coast Guard City logo items in conjunction with The Exchange.
5. Discussion regarding a Coast Guard Aviation Centennial event in 2016.
6. Discussion regarding proposal of the Coast Guard Monument Project to the Arts Commission.
7. Update from Mr. Simons and Mr. Barr regarding Coast Guard City banners.
8. Update from Mr. Barr regarding Coast Guard movie showings.
9. Public Comment

10. Adjournment

CITY OF TRAVERSE CITY

Minutes

United States Coast Guard Committee

October 1, 2015

A Regular Meeting for the United States Coast Guard Committee was called to order in the Second Floor Conference Room, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, at 3:05 p.m.

The following were present, constituting a quorum: Stan Simons (at 3:13 p.m.), Steve Perdue, Greg Matyas, Marty Colburn (at 3:12 p.m.), Polly Cairns, and Dave Barr.

Also present was Katelyn Zeits

The following was absent: Dan Baker and Robert Richardson

Steve Perdue Chaired until Stan Simons arrived.

Various Announcements were given.

1. First item being "Update regarding the possibility of a Disney movie premier in Traverse City."

Mr. Barr addressed the Committee. In short, Mr. Barr has obtained a copy of the Paratus 1450 movie and is working to reformat the copy for showing purposes.

2. Next item being "Consideration of approving minutes from the Regular Meeting of September 3, 2015."

It was moved by Perdue, seconded by Barr, to approve minutes from the Regular Meeting of September 3, 2015.

AIF/MC (Baker and Richardson absent)

3. Next item being "Consideration of entering into agreement for use of the Coast Guard City logo."

By consensus, the Committee will draft criteria for use of the Coast Guard City logo before entering into agreement with a vendor.

4. Next item being "Discussion regarding fundraising efforts."

Various Committee members are reaching out to community members regarding funding.

By consensus, Committee members will continue dialog with possible funding sources.

5. Next item being "Public comment."

None.

6. Adjournment.

There being no objection, Chair Stan Simons declared the meeting adjourned at 3:57 p.m.

Katelyn Zeits
Recording Secretary

DRAFT



City of Traverse City
Coast Guard City Committee
Governmental Center
400 Boardman Avenue
Traverse City, MI 49684
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(231) 922-4485



As you may be aware, the City of Traverse City has been designated by the United States Congress as an official Coast Guard City. The Coast Guard City Committee, chartered by the City of Traverse City to promote and support Air Station Traverse City and the men and woman of the United States Coast Guard, is looking for vendors to market products bearing their trade-marked Coast Guard City logo; a copy is included for your reference. The image may be used on a wide variety of products of your choice as deemed appropriate by the Committee. The logo may not be altered in any manner when printed, stitched, and sewn, etc. on such products. It is our expectation that all products are of the highest quality and meet community standards; the Committee reserves the right to sign off on all products before they are distributed to the public.

A one-time, non-refundable, licensing fee of \$500 will be charged. Royalties of 5% on all current and future Coast Guard City logo products, is expected and non-negotiable and the Committee reserves the right to examine sales records relating to the sale of Coast Guard City logo products.

If you wish to be considered for this business opportunity, please submit a manufacturing, marketing and sales plan to the Coast Guard City Committee by December 1, 2015. The plan should include product types, advertising plans, and time to market, sales territory, distribution process and your product liability coverage.

Upon review of the aforementioned plans, the Committee will recommend a non-exclusive licensing agreement be awarded by the City to for one year; it may be re-negotiated if both parties wish to extend the agreement.

We look forward to seeing your proposals.

Questions regarding this request should be directed to Committee Chairman Stan Simons; email: sosimons72@gmail.com

Please submit your plans to:

Traverse City Coast Guard City Committee
Attn: Katelyn Zeits
Governmental Center
400 Boardman Ave.
Traverse City, MI 49684