



Coast Guard City Committee

3:00 PM

Thursday, December 6, 2018

Located in: 2nd Floor Conference Room

Governmental Center

400 Boardman Avenue

Traverse City, MI 49684

Posted: Friday, November 30, 2018

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.

The City of Traverse City does not discriminate on the basis of disability in the admission to, access to, treatment in, or employment in, its programs or activities. Penny Hill, Assistant City Manager, 400 Boardman Avenue, Traverse City, Michigan 49684, phone 231-922-4440, TDD/TTY 231-922-4412, VRS 231-421-7008, has been designated to coordinate compliance with the non-discrimination requirements contained in Section 35.107 of the Department of Justice regulations. Information concerning the provisions of the Americans with Disabilities Act, and the rights provided thereunder, are available from the ADA Coordinator.

Traverse City Coast Guard City Committee:
c/o Katie Zeits, CMC, Deputy City Clerk
(231) 922-4480
Email: tcclerk@traversecitymi.gov
Web: www.traversecitymi.gov
400 Boardman Avenue
Traverse City, MI 49684

AGENDA

1. Consideration of approving minutes of the November 1, 2018, regular meeting.
2. Discussion regarding pin designs with the new logo.
3. Discussion regarding a Coast Guard City Merchandise Plan.
4. Discussion regarding contracts with Air Station Post Exchange and Bay Supply.
5. Discussion regarding Goals and Objectives.
6. Adjournment.

CITY OF TRAVERSE CITY
Minutes
Coast Guard City Committee
November 1, 2018

A Regular Meeting for the Coast Guard City 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, Tom Allard, Polly Cairns, Steve Perdue, Dave Barr, Dan Baker, Marty Colburn and Mark Graboski.

Also present was Katy Garavaglia.

The following were absent: Nate Coulter.

Stan Simons chaired.

1. Various Announcements and an update regarding the plaques for Guardian.
2. Next item being “Consideration of approving the minutes from the October 4, 2018, regular meeting.”

It was moved by Barr, seconded by Allard to approve the minutes from the October 4, 2018, regular meeting.

AIF/MC (Coulter absent)

3. Next item being “Discussion regarding misc. items with new logo – pins, large banner, City-Pole banners etc.”

It was moved by Allard, seconded by Colburn, to buy a new large banner with the new Coast Guard City logo.

AIF/MC (Coulter absent)

It was moved by Barr, seconded by Allard, to buy 10 additional City-Pole banners with the new Coast Guard City logo.

AIF/MC (Coulter absent)

4. Next item being “Discussion regarding increased presence in Cherry Festival.”

By consensus, Simons and Barr will reach out to the Cherry Festival to pursue opportunities for involvement.

5. Next item being “Discussion regarding a Coast Guard City Merchandise Plan.”

By consensus, Simons will coordinate with Bay Supply regarding merchandise to possibly sell online.

6. Next item being “Discussion regarding the National Association of Coast Guard Cities.”

By Consensus, Simons will work with Mike Smith to reach out to other Coast Guard Cities with the goal of moving forward with a national association.

7. Next item being “Discussion regarding a possible publication in Coast Guard Outlook.”

By consensus, the committee declined this opportunity.

8. Next item being “Public Comment.”

None.

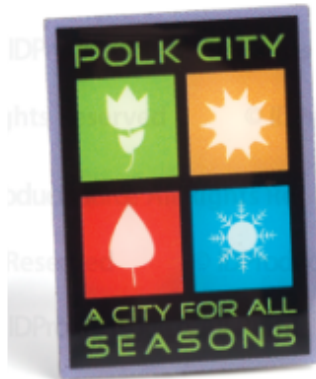
9. Adjournment.

There being no objection, Chair Stan Simons declared the meeting adjourned at 3:45 p.m.

Katelynne Garavaglia
Recording Secretary



1" Lapel Pin ASPIN-OP-WH
 Imprint Area: 1"
 Imprint Color: Full Color



ASPIN-OP-WH: OFFSET PRINTED LAPEL PINS

Lead Time: 12-14 business days after proof approval + applicable transit time

| QTY | 100 | 200 | 300 | 500 | 1000 | 2500 | 5000 | 10000 |
|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| 3/4" | \$0.95 | \$0.84 | \$0.78 | \$0.62 | \$0.56 | \$0.49 | \$0.45 | \$0.43 |
| 1" | \$0.97 | \$0.87 | \$0.80 | \$0.64 | \$0.60 | \$0.54 | \$0.49 | \$0.47 |
| 1.25" | \$0.99 | \$0.89 | \$0.82 | \$0.68 | \$0.62 | \$0.59 | \$0.56 | \$0.54 |
| 1.5" | \$1.03 | \$0.93 | \$0.84 | \$0.74 | \$0.72 | \$0.66 | \$0.62 | \$0.60 |
| 2" | \$1.19 | \$1.11 | \$1.03 | \$0.99 | \$0.95 | \$0.91 | \$0.89 | \$0.87 |

PRICE INCLUDES: Digital proof, butterfly clutch, full color printing, epoxy dome, custom shape and individual polybags

SETUP: \$55 Includes full color print

Tattoos-



2 x 2 Custom Regular Temporary Tattoos
 Imprint Area: 1.75" w x 1.75" h
 Actual Imprint Size: 1.74" w x 1.75" h
 Flood White

Traditional temporary
 tattoos

| | 200 | 500 | 1,000 | 3,000 | 5,000 |
|----------|--------|--------|--------|--------|-----------------------|
| 1.5x1.5" | 0.3752 | 0.1978 | 0.1167 | 0.0505 | 0.0397 |
| 2x2" | 0.5093 | 0.2623 | 0.1458 | 0.0888 | 0.0628 |
| 2x3" | 0.7587 | 0.4722 | 0.3000 | 0.1433 | 0.1000 |
| 3x3" | 1.1383 | 0.8018 | 0.4733 | 0.2203 | 0.1562 |
| 4x6" | 1.9300 | 1.3917 | 0.8307 | 0.3842 | 0.3012 |
| 5x8" | 2.7063 | 1.8982 | 1.1380 | 0.5017 | 0.4907 _{USE} |

Please contact me with any questions you might have.

I look forward to your reply.

Thank you!

Michelle Piper

Alfie

Logo Gear for Work & Play

2425 Switch Drive

Traverse City, MI 49684

(231) 935-1488

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From: Katy Garavaglia <kgaravaglia@traversecitymi.gov>
Sent: Monday, November 19, 2018 2:45 PM
To: Info <info@goalfie.com>
Subject: Coast Guard City Committee - Tattoos and Lapel Pins

[Quoted text hidden]

Coast Guard Committee

Mission Statement

The mission of the Traverse City Coast Guard Committee is to **promote** and **support** United States Coast Guard Air Station Traverse City.

Goals & Objectives

PROMOTE:

In 2016-2017, the Committee will complete the following objectives in order to PROMOTE the men and woman of the Coast Guard:

1. Raise \$100,000 to build and maintain the Coast Guard statue, and take all reasonable steps to secure a location.
2. Devise and execute a public outreach strategy.
3. Continue the signage and street naming campaign.
4. Host or participate in events designed to promote the Coast Guard in Traverse City, including Friday Night Live, National Cherry Festival parades and events, an annual ball, and a Welcome Picnic/Ice Cream Social/or similar event.
5. Work with the Traverse City Garden Club to install a garden that celebrates the Coast Guard, preferably located in mini-park.

SUPPORT:

In 2016-2017, the Committee will complete the following objectives in order to SUPPORT the men and woman of the Coast Guard:

1. Develop a directory of local business that are supportive of Coast Guard personnel with business-related discounts.
2. Develop a series of special recognitions and awards keyed to the Coast Guard honors of Enlisted Person of the Quarter, the semi-annual Perchard Award, and the semi-annual Golden Wrench Award.
3. Develop a legislative agenda designed to support the Coast Guard, including:
 1. Legislative liaison program with our Congressional Delegation;
 2. Special legislation designed to support professional licensing for the trailing spouse in the areas of teaching and nursing; and
 3. Cooperative outreach to a broader association of Coast Guard communities.
 4. Develop a Community Outreach and Mentoring program designed to welcome and orientate new Coast Guard families to our community (see PROMOTE #4 – welcome picnic/ice cream social.

NEXT STEPS:

1. Develop more detailed plans around these broad objectives, including detailed strategies, goals, metrics, and dates;
2. Develop a communications strategy designed to inform the City Commission and general public of Committee plans and on-going status of events; and
3. Work collaboratively with Air Station Traverse City Commanding Officer in each of these areas to ensure transparency and to secure input and support.