

MINUTES OF THE GILBERT VETERANS ADVISORY BOARD VETERANS EVENTS SUBCOMMITTEE, IN SPECIAL MEETING OF WEDNESDAY, FEBRUARY 9, 2022 AT 5:00PM, MUNICIPAL BUILDING II, CONFERENCE ROOM 100, GILBERT, ARIZONA

MEMBERS PRESENT: Chair Dave Rosenfeld
Members Michael Bailey and Jim Lykins

MEMBERS ABSENT: None

STAFF PRESENT: Staff Liaison Monica D’Ortenzio

GUESTS PRESENT: Veterans Advisory Board Member Rinesmith, Veterans Advisory Board Member Sullivan, Volunteer Chair Josh Bring, Sergio Ysco, Alma Riedel, Chris Marini, Jim Schorie, and Andrew Gongora

ADMINISTRATIVE ITEMS

1. Call to Order

Chair Rosenfeld called the meeting to order at 5:00 p.m.

2. Roll Call

Staff Liaison D’Ortenzio called roll and declared a quorum present.

3. Pledge of Allegiance

Veterans Advisory Board (VAB) Member Sullivan led the Pledge of Allegiance.

4. Approval of Minutes

Member Lykins moved to approve the meeting minutes of the November 30, 2021 meeting; Member Bailey seconded the motion. *Motion carried 3-0.*

Member Lykins moved to approve the meetings of the January 12, 2022 meeting; Member Bailey seconded the motion. *Motion carried 3-0.*

AGENDA ITEMS

5. Memorial Day

Volunteer Chair Bring reminded the Subcommittee that the event location would be at ParkU and that there may be an issue with HD South hosting the event. He reported on fundraising, stating currently it was at \$2500 with some money left over from last year, which was about \$2,000 shy from \$5,000 goal. He reported with advertising that Denise Merdon would send out a flier and press release to the community.

Subcommittee Chair Rosenfeld stated he would like the Gold Star Family Coin presentations to be a part of the event. He would like the coins to be presented to the families during the event to show the significance, adding there would be 4 Gilbert Gold Star families attending.

Volunteer Chair Bring talked about where advertising banners would be placed across the Town, adding water would be donated by HD south. He said he was waiting to hear back from A2Z Rental on water troughs and potential tents. The Subcommittee agreed on no tents.

It was reported that the keynote speaker would be Sharri Detharidge, Gold Star Wife and President of the Care Giver Project, which is a national project for those who are in mourning to connect with others. It was noted that Ms. Detharidge was also a Gilbert resident.

VAB Member Rinesmith asked about the usage of ParkU bathrooms. Guest Chair Bring said they could use ParkU bathrooms for a small fee unless ParkU decided to sponsor the event. Subcommittee Member Bailey said the Road Captain and Riders at the American Legion wanted to know there would be Gilbert Police Department Safety for the ride path and bridge. Subcommittee Member Bailey passed around the wreaths for the ceremony and noted service flags and American flags would be provided. The Subcommittee talked about reaching out to restaurants around the event area to see if they could offer a discount to Veterans on Memorial Day.

6. Veterans Day Event Planning

Chair Rosenfeld said “2021 is the model for 2022”. He noted Peyton Parker would be the Volunteer Chair for Veterans Day Planning again. Chair Rosenfeld asked Guest Marini to have another car show since it was a hit last time, noting the F-16’s were awesome but went by so fast that you could not get a picture and to maybe

have A-10's this year. The Subcommittee voiced excitement to make Veterans Day an awesome event again.

7. JROTC Cadet of the Year Competition

Chair Rosenfeld informed the Subcommittee of the program and the logistics of how the program will work. He said it would be three schools and three students per school would participate. He stated that each 3rd year cadet would have 15 minutes to present to the board, adding the competition would be March 30, 2022 and the winner would be announced at the April 12, 2022 Council meeting. He said the students would be provided with a t-shirt, gym bag and/or backpacks instead of jackets and polos. Chair Rosenfeld passed around the mockup of the t-shirt and explained all shirts would say "finalists" and one would say "winner" instead of 1st, 2nd and 3rd since that would not look as good on a resume as "finalist" would. He reported \$1,100 was raised and they were looking for more donations to cover the costs, adding The American Legion Family would be the potential title sponsor.

8. Town of Gilbert Veterans Discount Program

Chair Rosenfeld informed the Subcommittee that most of Mission Outlet Mall stores had a red, white, and blue star in their window with a statement that says, "Ask about our Veterans discount". Chair Rosenfeld said he would like to see this in Gilbert, not just in the Heritage District, but for all of Gilbert. He said he would like a store to have this discount every day and not just on Veterans Day or Memorial Day, adding Veterans did not serve just one day a year. He said he would like to divide Gilbert up by quadrants and have each Subcommittee member take a quadrant to see if business would participate. He said once there were 50 participants, he would like them to be posted on Town of Gilbert website to make sure Veterans knew. He suggested "Veteran-Owned Business" on the static cling window decal for those businesses that are Veteran-owned. All of the members volunteered to help with the project. Guest Riedel mentioned to maybe work with the Gilbert Chamber of Commerce and the businesses they had. Chair Rosenfeld said he would like to announce this at the Veterans Day event.

COMMUNCIATIONS

9. Reports from Staff

Staff Liaison D'Ortenzio asked everyone to write down their name and email address so she could add everyone to the scheduled meetings.

10. Report from Chair

There was no report.

11. Report from Board Members

There was no report.

12. Report from Council Liaison

Not present

13. Future Agenda Items and Review Future Meeting Dates

The was no discussion.

CONCLUSION

14. ADJOURN

Chair Rosenfeld adjourned the meeting at 6:01 p.m.

ATTEST:

Dave Rosenfeld, Chair

Monica D’Ortenzio, Staff Liaison