

**MINUTES OF THE GILBERT VETERANS ADVISORY BOARD VETERANS EVENTS SUBCOMMITTEE, IN SPECIAL MEETING OF WEDNESDAY MARCH 9<sup>TH</sup>, 2022 AT 5:00 PM, MUNICIPAL BUILDING II, CONFERENCE ROOM 100, GILBERT, ARIZONA**

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**MEMBERS PRESENT:** Chair Dave Rosenfeld  
Members Michael Bailey

**MEMBERS ABSENT:** Member Jim Lykins

**STAFF PRESENT:** Staff Liaison Monica D’Ortenzio

**GUESTS PRESENT:** Veterans Advisory Board Member Rinesmith, Alma Riedel, Peyton Parker, Denise Lopez, Eric Ballester, Jeff Carmichael and Andrew Gongroa

**ADMINISTRATIVE ITEMS**

1. Call to Order

Chair Rosenfeld called the meeting to order at 5:06 p.m.

2. Roll Call

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

3. Pledge of Allegiance

Member Bailey led the Pledge of Allegiance.

4. Approval of Minutes

Member Bailey moved to approve the meetings of the February 9, 2022 meeting; Chair Rosenfeld seconded the motion. *Motion carried 2-0.*

**AGENDA ITEMS**

5. Memorial Day Discussion and Planning

Guest Carmichael gave an update on fundraising. He informed the subcommittee they may be at \$2,500 but is checking in with Volunteer Chair Josh Bring. Sharie Deathridge has confirmed to be the Guest speaker for Memorial Day; she was said

to be a Gilbert resident, a Gold Star wife who lost her husband in Iraq, and a national spokeswoman for another charity that reaches out to other Gold Star families. They reported the location was locked down and the event was good to go. Veterans Advisory Board Member Rinesmith asked how many Gold Star Families would be attending. Chair Rosenfeld stated he would get an update to Member Rinesmith. It was reported that Luke Airforce base was providing the “missing man table”.

## 6. Veterans Day Discussion and Planning

Volunteer Chair Parker expressed getting the flyover logistics started early for Veterans Day would be best, noting the potential date November 10, 2022. Volunteer Chair Parker was asked to reach out to Mike Leppert to make sure he could be at the next meeting to assist with logistics; he asked the subcommittee to start thinking of different marketing strategies to get the work out, such as Facebook and Nextdoor.

## 7. Town of Gilbert Junior Reserve Officer Training Core Cadet of the Year Competition

Chair Rosenfeld reported out that only one cadet from the three schools had submitted their packet and other schools thought they would have participants but that was not the case for this year. Chair Rosenfeld gave the timeline of how the process would have panned out. The Subcommittee decided to still hold the competition and have the participant go through the board competition as it would be good experience for her, and it was noted she would still be recognized at the Council meeting.

## 8. Fairways for Warriors Golf Scramble

This charity reached out to Chair Rosenfeld asking for support in this event. The charity had originally started the scramble back east and is now holding it here in Gilbert. Chair Rosenfeld informed the subcommittee that he was not looking to raise money for this charity at this time but to show support and help get the word out. Guest Ballester was tasked to do some research on the charity to find out where exactly the money they raised was going, noting the flyer was very vague on that.

Chair Rosenfeld proposed a motion that unless Guest Ballester found something awful about the charity, the Events Subcommittee would support and help get the word out. Member Sullivan motioned; Chair Rosenfeld seconded. *Motion passed 2-0.*

## 9. Town of Gilbert Veterans Discount Program

Chair Rosenfeld explained how the program worked at the “discount mall” and that he would like to see the same thought process for Gilbert. He said stores would have red, white and blue stars on the outside of their business with wording “Veterans Discount”. He added the discount would be offered every day to Veterans and not just once or twice a year. Chair Rosenfeld also expressed that if the Gilbert Chamber did not support this idea, it will not go anywhere. Guest Ballester and Guest Parker were tasked to take on this project. Guest Gongroa was tasked to help find businesses to participate after the Chamber supported the idea and to explore other avenues aside from having a red, white, and blue star stuck on the front of the business, adding maybe to promote on social media.

## 10. Town of Gilbert Veteran Banner Program

Chair Rosenfeld provided the idea of a Veteran Banner Program for Gilbert for Veterans to be recognized/honored, either dead or alive. It was noted that fundraising would need to be done for the banners. Member Sullivan volunteered to take on the project and to investigate how Tempe and San Diego’s programs ran.

## 11. Proposed Events

- **Mesa Veterans Day Parade**
- **Gilbert Days Parade**
- **Pearl Harbor Day – School Reading/Visitation**

Chair Rosenfeld asked the subcommittee if they wanted to participate in Mesa Veterans Day Parade, Gilbert Days Parade, and Pearl Harbor Day – School Reading/ Visitations. Member Sullivan supported the idea to help get the word out about the board. The subcommittee agreed to participate in the Gilbert Days Parade and Pearl Harbor Day – School Reading/ Visitations but probably not the Mesa Veterans Day Parade. Chair Rosenfeld asked the subcommittee to start finding some historical vehicles for the Gilbert Days Parade and he would reach out to Chris Marini to see if he had any. Member Rinesmith reported that currently there were no specific plans for Pearl Harbor Day – School Reading/ Visitations. She said she was hoping that the board could attend elementary schools in Gilbert to talk about what Pearl Harbor was and introduce the USS Arizona, adding she was hoping to maybe get some pins made to hand out along with the coloring books that Nikki Stratton was working on. Veterans Advisory Board Chair Presmyk volunteered to reach out to the schools for contact information and to see who would be interested.

COMMUNICATIONS

12. Reports from Staff

Nothing to report.

13. Report from Chair

Chair Rosenfeld informed the subcommittee that if there were other events that anyone wanted to do to please reach out to the Events Subcommittee for support.

14. Report from Board Members

Member Sullivan requested to be informed on when Veterans Advisory Board members were attending and holding events. Board Chair Presmyk thanked the Events Subcommittee and guests for their dedication.

15. Report from Council Liaison

No council liaisons present

16. Future Agenda Items and Review Future Meeting Dates

There was no discussion.

CONCLUSION

17. ADJOURN

Chair Rosenfeld adjourned the meeting at 6:23 p.m.

**ATTEST:**

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Dave Rosenfeld, Chair

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Monica D’Ortenzio, Staff Liaison