CITY OF MONTELLO 175TH ANNIVERSARY PLANNING COMMITTEE

THURSDAY, JANUARY 23, 2025

MONTELLO CITY HALL

20 UNDERWOOD AVE.

MONTELLO, WI

1. Mayor Jim Houdek called meeting to order at 6:00 pm

2. INTRODUCTIONS – Lloyd Moberg, Cheryl Eilert, Nikki Russos, Heather Cramer, Chris Calnin, Daryl Christensen, Jim Houdek, Tami Stansbury, Kathleen McGwin, John Dolan, Rueben Hunter

3. Committee Chair appointment will be done at a later date.

4. DISCUSSION AND BRAINSTORMING OF IDEAS AND SUGGESTIONS. –

- Historical Society has some events & activities planned –

- Discussed downtown area

- Historical Society will be selling a booklet telling history of buildings, and will have a special exhibit. They would like to do QR codes at historical locations. Historic walking tour maps will be available and on the mobile app.

- Discussion on logo for event, would like specific logo for everyone to use to promote 175th anniversary. Discussed logo ideas and products.

- Discussion on parade, location and route ideas.

- Discussion on recognition of long-time business and organizations.

- Discussed other possible ideas:

- Window Decorations

- Historic homes

- Cemetery walk.

- Discussed locations for events.

- Discussed current state of TW Design building.

- Discussed length of event and whether to have it on its own or tie in to other events.

- Discussed parade float theme ideas

- American legion has new outdoor space at their property, they will be holding an ATV rally and would like to have it at the same time.

- Discussed having banner across roads

- Discussed mural on H&H pools wall

- Set tentative date of Aug 9-10 for celebration

- Discussed duties: Tami Stansbury: parade, Chris Calnin: logo ideas & printed items and agricultural history & local family farms, Lloyd Moberg: Cemetery walk.

- Discussed funding and donations.

- Any donations would go to: City of Montello (Montello City Hall or PO Box 39, Montello, WI) for “175th anniversary”

- Discussed advertising – will be promoting all summer

- American Legion has a new Auxiliary which may be able to help

- Montello Library is also celebrating 90years of continuous service and will do events each month through the summer.

- More discussion on signs

- Discussed dividing up sponsors for specific components

- Discussion on parade – Mayor will work on road closure, Discussed day and time of parade. Would like parade to be kick off-of weekend events

- Discussed vendors and event possibilities.

- Discussed location of events – focus should be on iconic downtown area. Discussed ways to promote both areas and walk-through by Daggett park. Discussed idea of having “ambassadors” around to answer questions and give directions.

- Reader’s Realm bookstore is planning a map with “passport stamps”

- Discussed historical society mobile app

- Discussed people to invite such as gov, state historical society, magazines, etc.

5. FORMATION OF SUBCOMMITTEES AS NEEDED: Did not happen at this meeting.

6. OTHER – will meet again in 3-4 weeks. Mayor Houdek will email members.

7. ADJOURNMENT at 7:15 pm

Minutes by Marie Puterbaugh