

# HIGHLAND CITY FLING KICKOFF MEETING

February 12, 2025

5:00 pm

Highland City Executive Conference Room

5400 West Civic Center Drive

Highland, UT 84003

## Call to Order:

1. Welcome:
  - a. Introduction of committee members
  - b. Open & Public Meeting Training – Stephannie Cottle, City Recorder
  - c. Brief overview of meeting/celebration objectives
2. Event Branding and Duration:
  - a. Highland Fling rebranding/theme?
  - b. Evaluation of event length:
    - Current: One-week celebration (July 28 – August 2)
    - Proposed: Shortened format (Thursday – Saturday)
3. Event Restructuring: Fewer, but higher quality events
  - a. Horseshoes?
  - b. Strong Man?
  - c. Baby Celebration?
  - d. Kids Night at Splash Pad (could we combine with other events on Saturday?)
  - e. Patriotic Event?
  - f. Service Project?
  - g. Food Drive?
  - h. Medallion Hunt?
  - i. Playday Rodeo?
4. Events to Introduce or Revamp
  - a. Candy Bomber – logistics and feasibility
  - b. Fireman's Breakfast – integrate into Highland Fling
  - c. Home Run Derby – Highland Hustle fundraiser
5. Events to Expand/Enhance
  - a. Kickoff Event – open to the entire community
    - Locations: Mountain Ridge Park, Mitchell Hollow, Heritage Park
    - Entertainment options (live music, movie)
    - Food (food trucks, picnic dinner).

- b. Car Show – expand for a larger draw
    - Add entertainment and more food trucks
    - Move to a different day (Saturday after parade?)
  - c. Glow Run – evolve into a larger 5k/1k event
    - Collaborate with high school cross-country teams
    - Potential sponsorship (Bucked Up)
  - d. Zumba
    - Sponsorship (Just Ingredients, Perk)
    - Party Bus
  - e. Fireman’s Spray – possible date change to after the parade.
  - f. Saturday Main Event
    - Parade – greater local business involvement
    - Fireworks show
    - Entertainment – booking a headliner and social media savvy acts (example: Prkr.)
    - Vendors – expand variety and reach
6. Additional Event Considerations
- a. Pickleball Tournament
  - b. Disc Golf Tournament
7. Marketing & Promotion
- a. Possible billboard advertising
  - b. Social media campaign + event booklet + city website
  - c. Collaboration with American Fork Chamber for outreach
8. Other Business
- a. Open discussion for additional ideas or concerns

## Adjournment

In accordance with Americans with Disabilities Act, Highland City will make reasonable accommodations to participate in the meeting. Requests for assistance can be made by contacting the City Recorder at (801) 772-4505 at least three days in advance of the meeting.

### **ELECTRONIC PARTICIPATION**

Members of the Committee may participate electronically during this meeting.

### **CERTIFICATE OF POSTING**

I, Stephanie Cottle, the duly appointed City Recorder, certify that the foregoing agenda was posted at the principal office of the public body, on the Utah State website (<http://pmn.utah.gov>), and on Highland City’s website ([www.highlandcity.org](http://www.highlandcity.org)).

Please note the order of agenda items are subject to change in order to accommodate the needs of the committee, staff, and the public.

Posted and dated this agenda on the 11<sup>th</sup> day of February, 2025

Stephanie Cottle, CMC, City Recorder

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| <b>THE PUBLIC IS INVITED TO PARTICIPATE IN ALL FLING COMMITTEE MEETINGS.</b> |
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