

Kiwanis Club of Scotts Valley

Minutes for April 29, 2026 Meeting

Attendees: Jake Stenton, Mike Smith, Mike Stewart, Robbie Cadwallader, Jim Melehan, Darshana Croskrey, Linda Benko, John Stevens, Paula Neef and Jim Neef.

A. Sponsor Info Materials

1. Need to get out sponsor materials ASAP.
 - a. Set out what's included at different sponsorship levels. Four levels of sponsorship; need simple one sheet explaining the different levels and what sponsor gets at each level (e.g. \$250 – poster, small banner; \$500 – bigger banner, logo on banner, etc.). Big differences will be size of banner and size of logo on poster. Give a brief description of media publicity for events, e.g. “print, social media, and radio.” Take out any specific reference to newspapers.

B. Upcoming Major Events, Sponsorships and Publicity

1. Three major events coming up: July 4th, Motorcycle Show, and MASP in August.
 - a. Fourth of July: We aren't doing sponsor publicity except for banners on stage. We should have advertising at July 4th event for MASP and for band.
 - b. Motorcycle Show: Robbie is rocking that. Can have banners on stage, + a pop-up for \$500.
 - c. MASP: Posters with business names, banners.
2. Frank and Mike Rein need to discuss media for our events.

C. Sponsorship Updates:

Central Home Supply did provide a check for \$250; Zinnia's contacted us and wants refresher info on the four sponsorship levels.

D. Kiwanis Brochures:

Linda reports brochures are ready and at Kian's store. Kian volunteered to include quarter sheet flyer on every pizza box.

E. **Bowling:** Linda, Marshall, and Willie represented Kiwanis at Santa Cruz Bowl for Kids.

F. **Stage:**

1. Memorial Day stage setup 5/23, 8:00 a.m. at Memorial Park, Felton. Takedown is 5/23 at 5:30. Mike Smith suggested putting banners up at this time, so 5/23 6:00-8:00 p.m. put up banners, flags, and stairs.

G. **New Members:** Jim Neef will get new membership info for Jennifer and Esther.