AGENDA

Paradise Irrigation District
Community Relations Committee Meeting
6332 Clark Road, Paradise, CA 95969
(Directors Anne Rice & Marc Sulik - Chairperson)

WEDNESDAY, AUGUST 2, 2017 – 10:30 AM

The Board of Directors is committed to making its meetings accessible to all citizens. Any persons requiring a special accommodation to participate, is requested to contact the District Secretary at 530-877-4971, extension 2039 at least 48 hours in advance of the meeting.

1. Opening

2. Public Participation -

   Individuals will be given an opportunity to present items not on the Agenda. No action can be taken on these items, but they may be placed on future agendas for consideration. Comments should be limited to a maximum of five minutes duration. If more time is needed, communication may be submitted in writing to committee members, or placed on the agenda for a future committee meeting.

3. Web Design Update (Mickey Rich)

4. Community Events Discussion/Update (Committee/Cedar Creek)

5. Community Relations Plan (CRP) Update (Staff/Cedar Creek): Present goals and objectives to develop a new Community Relations Plan.

6. New PID Water Bill Format (PID Staff): Discussion regarding new water bill format and possible features Tyler Technologies can add to the water bill for no additional design cost.

7. PID Sign - Clark Road (Director Sulik): Discussion regarding suggestions for the current PID sign in front of the Main Office on Clark Road.

8. Creating Video Content (Mickey Rich)

9. Public Outreach - Donations for the PID Demonstration Garden (Director Rice)

10. Consider Establishing Future Meeting Date

11. Adjournment
Johnny Appleseed Days 2017
October 7 & 8, Terry Ashe Park
California's oldest harvest festival celebrates 129 years of Paradise tradition

Since 1888, the oldest harvest festival in California has celebrated the social, commercial, and agricultural bounty of Paradise.

Johnny Appleseed Days is a labor of love for our community.

Generations of Ridge residents join together to bake hundreds of apple pies.

Apples for the famous Johnny Appleseed pies come from the last remaining orchard on the Ridge.

Johnny Appleseed Days features local performers entertaining their hometown crowd and showcasing their talents to the region.
Dear Johnny Appleseed Partner,

Celebrating its 129th year, California’s oldest Harvest Festival is a favorite of Ridge residents and visitors alike. 2016 saw record attendance at Johnny Appleseed Days, due largely to media support from KNVN, Stott Outdoor Advertising, Deer Creek Broadcasting, and Paradise Cinema 7. We are pleased to announce that these generous community partners will also support the 2017 fest.

Johnny Appleseed Days is everything a small town harvest festival should be: an opportunity to showcase local talent, services, and amenities, a gathering for young and old under the cool pines of Paradise, and let’s not forget the 1,000 community baked apple pies made with fruit from the last remaining orchard in Paradise.

Funds from the fest generate operating revenue for the Visitors’ Bureau, and help the Chamber to promote the civic and commercial progress of the Paradise Ridge. Your sponsorship will help improve and expand our programs, and strengthen our community.

Sponsorship options give your company maximum exposure to potential customers no matter your budget. **The deadline to submit your sponsorship commitment is August 1.**

We sincerely thank you for helping the Paradise Ridge Chamber of Commerce to sustain our enduring Johnny Appleseed Days tradition.

All the Best,

Monica Nolan
Executive Director, Paradise Ridge Chamber of Commerce
### JOHNNY APPLESEED DAYS 2017

**Sponsor Levels**

<table>
<thead>
<tr>
<th>Categories of Sponsorship</th>
<th>Qualification</th>
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<tbody>
<tr>
<td><strong>Golden Delicious</strong></td>
<td>$5,000</td>
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<tr>
<td><strong>McIntosh</strong></td>
<td>$3,000</td>
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<tr>
<td><strong>Honeycrisp</strong></td>
<td>$1,000</td>
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<tr>
<td><strong>Pippin</strong></td>
<td>$500</td>
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<tr>
<td><strong>Gala</strong></td>
<td>$150</td>
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*Golden Delicious* benefactors are eligible on a first-come-first served basis to sponsor specific event features such as entertainment, Pie Pavilion and Children’s games area.

<table>
<thead>
<tr>
<th>Privileges</th>
<th>Golden Delicious</th>
<th>McIntosh</th>
<th>Honeycrisp</th>
<th>Pippin</th>
<th>Gala (Children’s Games)</th>
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<tbody>
<tr>
<td>Logo on posters &amp; Stott Outdoor Advertising local &amp; regional billboard</td>
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<td>Logo on television commercial aired on KNVN stations NBC 24, CBS 12, CW10 &amp; Telemundo; logo on Paradise Cinema 7 “show before the show” promo</td>
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<td>Logo on Games Plaza Sign</td>
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<td>Sponsor booth at event</td>
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<td>Logo on Skyway &amp; Pearson street banners</td>
<td>4 banners</td>
<td>3 banners</td>
<td>2 banners</td>
<td>1 banner</td>
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<td>Thank you announcements at event</td>
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<tr>
<td>Link from Chamber’s Johnny Appleseed page to sponsor’s corporate website</td>
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<td>Enhanced business listing on ParadiseChamber.com, one year</td>
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<td>Three sponsor message eblasts for 2017-2018</td>
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<td>Graphic link to sponsor’s website on every page of ParadiseChamber.com, one year</td>
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We are happy to work with you to create a package that best reflects your sponsorship requirements.
Johnny Appleseed Days

October 7 & 8
Terry Ashe Park
6626 Skyway, Paradise

129 Years of Paradise Harvest Heritage

2017 Johnny Appleseed Days Sponsorship Application

Business Name: _____________________________________________________________________

Contact Name: _____________________________________________________________________

Address: __________________________________ City: _____________________________ Zip: _________

Contact Phone Number: _________________________ Fax #: ________________________________

E-Mail Address: _____________________________ Web Site: _____________________________________

Name to use for Sponsorship Recognition: _______________________________________________

I have chosen the following sponsorship opportunity:

____ Golden Delicious ($5,000)
____ McIntosh ($3,000)
____ Honeycrisp ($1,000)
____ Pippin ($500)
____ Gala ($150)

____ In Kind Sponsorship/Donation Please Describe:

Signature _____________________________________________

Please mail check payments to: Paradise Ridge Chamber of Commerce, 5550 Skyway Paradise, CA 95969

Questions or considerations, please contact: Monica Nolan • Executive Directors, Paradise Ridge Chamber of Commerce 530/877-9356, monica@paradisechamber.com

Sponsorships must be confirmed by August 1, 2017 to be included in printed materials.

From Paradise with Love