



OKRA STRUT MEETING

Irmo Municipal Building
7300 Woodrow Street, Irmo, SC 29063

May 13, 2025 @ 6:15 PM

Optional Zoom Viewing Link: <http://bit.ly/okra-strut>

AGENDA

- I. Call to Order
- II. Approval of the Minutes
 - A. Approval of the Minutes for the meeting March 11, 2025
 - B. Approval of the Minutes for the meeting April 8, 2025
- III. Amendments to the Agenda
- IV. Presentation by Citizens
- V. Budget Update
- VI. Old Business
 - A. Task Area Reports (Admin, Entertainment, Rentals, Sponsorships, Volunteers, Marketing, Food Vendors & Exhibitors, Parade)
 - B. Update regarding the 2025 50th Anniversary Okra Strut Scavenger Hunt (Carpenter)
- VII. New Business
 - A. Announcement of scholarship recipients (Ward)
 - B. Discussion of adding a 5k to the 2025 Okra Strut (Ward)
 - C. Approval to add a 5k event to the lineup for the 2025 Okra Strut (Ward)

- D. Discussion of amusement entertainment for the 2025 Okra Strut (Ward)
- E. Approval to engage Will & Kris Amusements in the amount of \$15,000.00 for amusement rides and services (Ward)
- F. Approval to engage CNY Attractions in the amount of \$3,200.00 for RC Racing (Ward)
- G. Approval to engage CNY Attractions for the amount of \$7,450.00 for Laser Tag and Video Game Truck (Ward)
- H. Discussion of the marketing plan for the 2025 Okra Strut (Cilley)
- I. Approval to engage Adams Outdoor Advertising in the amount of \$1,500.00 for billboard advertising (Cilley)
- J. Approval to engage Free-Times in the amount of \$1,000.00 for print media advertising (Cilley)
- K. Approval to engage Grace Outdoor in the amount of \$2,150.00 plus a gold-level sponsorship for billboard advertising (Cilley)
- L. Approval to engage Lexington Life/Irmo Chapin Life Magazine in the amount of \$1,800.00 for print media advertising (Cilley)
- M. Approval to engage Make the Point Radio in the amount of \$899.00 for radio advertising (Cilley)
- N. Approval to engage Midlands Media Group in the amount of \$1,000.00 plus a gold-level sponsorship for radio advertising (Cilley)
- O. Approval to engage Spectrum in the amount of \$3,000.00 for television advertising (Cilley)
- P. Approval to engage WACH FOX in the amount of \$2,010.00 for television advertising (Cilley)
- Q. Approval to engage WIS NBC in the amount of \$5,000.00 plus a gold-level sponsorship for television advertising (Cilley)
- R. Approval to engage WLTX in the amount of \$2,000.00 for television advertising (Cilley)
- S. Approval to engage Paper Pro to produce EDDM mailers at no cost to the Okra Strut (Ward)
- T. Approval to waive the fee for the Crime Stoppers exhibit for the 2025 Okra Strut (Ward)

- U. Approval to engage LaserChicken in the amount of \$880.00 for laser light show on Friday night (Sherr)
- V. Approval to engage Balloonopolis in the amount of \$500.00 for ancillary entertainment (Sherr)
- W. Approval to partner with the Harbison Theater to co-promote our events (Ward)
- X. Approval to partner with Miss Okra Pageant to co-promote our events (Ward)
- Y. Appoint community members James Mack and Radley West as Non-Voting Commissioners for the 2025 Okra Strut (Ward)

VIII. Adjournment

In accordance with the requirements of Title II of the Americans with Disabilities Act of 1990 (ADA), the Town of Irmo will not discriminate against qualified individuals with disabilities based on disability in its services, programs, or activities. If you need accommodation to attend the meeting, please contact the Town Administrator or Municipal Clerk for assistance at (803)781-7050, M-F between the hours of 8:30 – 5:00 (closed most Federal and State Holidays).