

TOWN OF  
**IRMO**  
EVENTS COMMITTEE



**EVENTS COMMITTEE MEETING**

Irmo Municipal Building  
7300 Woodrow Street, Irmo, SC 29063

October 9, 2025 @ 6:00 PM

---

**AGENDA**

- I. Call to Order
- II. Approval of the Minutes
  - A. Approval of the minutes of the September 11, 2025 Meeting
- III. Old Business
- IV. New Business
  - A. Discussion concerning the Trunk or Treat event
  - B. Discussion concerning the Christmas Parade
  - C. Discussion concerning the Christmas Tree Lighting
- V. Presentation by Citizens
- VI. 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).

## Town of Irmo Event Committee Meeting Minutes

Sept 11th 2025

In Attendance:

Marie Ryan <marie.ridinger@gmail.com>

Danielle McNaughton <dMcNaughton@townofirmosc.com>

Bill Danielson <billdanielson@townofirmosc.com>,

Gabriel Penfield <GabrielPenfield@townofirmosc.com>,

George Frazier <georgefrazier75@yahoo.com>,

Cynthia Benson <[cynthia@cutthroatmarketing.com](mailto:cynthia@cutthroatmarketing.com)>

Andrea Grinstead <[agrinstead@townofirmosc.com](mailto:agrinstead@townofirmosc.com)>

Start 6:00pm (roughly I didn't write exact time. ) George called to order. We do not have minutes from previous meetings to approve. Discussion of who took minutes. Cynthia started recording minutes for this meeting using Google Meet and Gemini.

- **Event Participation and Themes** Marie provided an update on event participation, noting that sign-ups are slow but expected to increase as the event date nears, with 10 participants confirmed so far. Danielle detailed various themes, including martial arts by Legacy Martial Arts, a general Halloween theme by the Councilman Woman, a books theme by Lexington County Public Library, uniforms by Haven Fair, elephants by Big Eyes Landscaping, a Christmas parade theme, dinosaurs by resident Ashley Edmonston, and services by Texas Roadhouse. We hope to get many more signed up soon. ([00:00:00](#)).
- **Candy and Food Trucks** Marie discussed the plan for distributing candy bags, which Chelsea was coordinating with local supermarkets like Walmart, expressing a need for confirmation on these arrangements to ensure candy availability on the day of the event ([00:01:22](#)). They also considered food truck options, with Marie planning to contact Sarah's Rock and Kitchen for more food-based options, preferring it over Tasty Treats due to the latter's overlap with Kona Ice's sweet offerings ([00:02:25](#)).
- **Christmas Parade Planning** Cynthia Giles provided an update on the Christmas parade, stating that it is in full swing with sign-ups ongoing, and they are working through details such as the number of vehicles allowed per group. She indicated

that communication with Chelsea and Danielle is active to resolve these logistical questions, particularly concerning large groups like Jeep owners, where the proposed solution is to charge per entry fee for multiple vehicles ([00:04:39](#)). Letters need to be sent to the local high school, inviting them as well as the local first responders. Andrea will reach out to Sheriff Lott for the "Peacemaker."

- **Sponsorship Discussions** Marie initiated a discussion on sponsorships for upcoming events, aiming to create a comprehensive list of events for the next year and identify potential new sponsors to avoid overlapping efforts with existing partners ([00:10:22](#)) ([00:12:42](#)). Gabe also suggested utilizing the town's business license list, with privacy considerations, to identify potential smaller, home-based businesses that might be interested in sponsorship opportunities, emphasizing the importance of personal relationships in securing new sponsorships ([00:13:42](#)).
- **Sponsorship Package Development** Gabe discussed the creation of a sponsorship package, noting that Chelsea had developed a multi-page document that could be streamlined for clarity and effectiveness. Cynthia highlighted the need to define different sponsorship levels and dollar amounts for various events, ranging from smaller sponsorships for events like "Trunk or Treat" to larger, multi-event packages for bigger businesses, emphasizing a collaborative approach to determine event calendars and benefits ([00:17:10](#)) ([00:19:11](#)). We decided the following events and their corresponding needed funds to put on.
  - a. Chili Cook Off in Jan \$4,000
  - b. Border Series in March \$25,000
  - c. Eggapolosa Easter \$2,500
  - d. Town Concert Series April and May \$35,000
  - e. July 4th \$8,000
  - f. Trunk or Treat \$2,500
  - g. Christmas Parade \$2,500
- **Trunk or Treat Event** Marie discussed the success and growth of the Trunk or Treat event, noting that it has become a huge success with around 2,000 kids attending last year, requiring several police officers for crowd control. She suggested the town needs to budget money for candy as vendors ran out quickly, and also mentioned the event's appeal to parents as a safe, one-stop alternative

to trick-or-treating in neighborhoods ([00:01:23](#)). Andrea also highlighted the challenge of managing the crowds, with people arriving as early as 5:00 PM for a 6:00 PM start, and food trucks needing to be ready by 5:30 PM ([00:02:13](#)).

- **Domestic Violence Walk Update** , Michelle provided an update on the domestic violence walk “Hush No More” scheduled for October, reporting that top sponsors include Starbucks, QT, Humana, and State Farm, and that they are still seeking additional sponsorships and vendors. The walk currently has 23 vendors and 101 registered participants, with numbers expected to increase. They also mentioned that press releases are out and expressed openness to marketing and press connections, with a meeting planned the week before the event to assign volunteer roles ([00:05:52](#)) ([00:08:24](#)).
- **Event Logistics and Outreach** The event organizers confirmed that the walk is from 9 AM to 12 PM and will include entertainers on stage, with the walk route going through the park and surrounding areas ([00:08:24](#)). They also confirmed that police officers have been paid for and that Irmo, Columbia, and Richland police have been invited ([00:09:26](#)). Bill suggested connecting with Ashley, the new press expert, to coordinate press contacts ([00:10:36](#)).
- **Calendar Booking System and Business Engagement** The next Hush No More will be Oct 17 2026 and there was a discussion on the town booking system. Cynthia will email Angie to hold the Moore Park for that date. ([00:11:36](#)). There was also a discussion about engaging local businesses for sponsorships, with the idea of including a flyer with business license renewals suggested, though concerns were raised about legal restrictions on soliciting emails without opt-in consent and the logistical challenges of stuffing envelopes ([00:13:42](#)).