

TOWN OF
IRMO
EVENTS COMMITTEE



EVENTS COMMITTEE MEETING

Irmo Municipal Building
7300 Woodrow Street, Irmo, SC 29063

November 13, 2025 @ 6:00 PM

AGENDA

- I. Call to Order
- II. Approval of the Minutes
 - A. Approval of the minutes of the October 9, 2025 regular meeting
- III. Old Business
 - A. Discussion on the Trunk or Treat Event
- IV. New Business
 - A. Discussion on the Christmas Parade
 - B. Discussion on the Christmas Tree Lighting
 - C. General Discussion
- 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

Oct 9th 2025

In Attendance:

Chelsea Christiansen <chelsea.norrine@gmail.com>

Danielle McNaughton <dMcNaughton@townofirmosc.com>

Douglas Polen <dpolen@townofirmosc.com>

Bill Danielson <billdanielson@townofirmosc.com>,

Gabriel Penfield <GabrielPenfield@townofirmosc.com>,

George Frazier <georgefrazier75@yahoo.com>,

Cynthia Benson <cynthia@cutthroatmarketing.com>

- **Meeting Start and Agenda Approval** George initiated the Irmo events committee meeting for October 9, 2025. The minutes from the September 11, 2025, meeting were approved. Chelsea motioned, and Gabe Seconded. The old business agenda included discussions on the trunk or treat event and the Christmas parade ([00:01:35](#)).
- **Trunk or Treat Event Update** Danielle provided an update on the trunk or treat event, noting 14 participants currently signed up, with the goal of exceeding last year's total of just over 20 ([00:03:19](#)). George mentioned plans to contact last year's participants to encourage their return and expressed confidence in reaching the target, especially since the event is self-sustaining. Additionally, Danielle confirmed that items for treat bags have been secured, with a stuffing party planned, and will reach out to Jim Crosslin regarding the bucket truck for promotion ([00:04:17](#)).
- **Candy Donations for Trunk or Treat** George inquired about candy donations, with Chelsea stating that Publix, Kroger, Valentine's, Walmart, and Food Line on Broad River are providing gift certificates for candy purchases. The amount is expected to be more than last year's \$50 gift certificates per store, and Jim Crossland has been informed about the need to purchase approximately \$1,000 worth of candy ([00:05:22](#)).
- **Christmas Parade Planning and Participant Recruitment** The committee discussed the Christmas parade, with 15 floats currently signed up, and a goal to

increase participation through outreach. They plan to use social media, website links, QR codes in treat bags, and information at the trunk or treat event to encourage sign-ups ([00:07:25](#)). There was also a discussion about encouraging more bands to participate in the parade, with a committee member offering to provide contacts from other towns and states ([00:08:50](#)).

- **Band Recruitment and Parade Logistics** A committee member offered to contact Dutch Fork High School regarding their band's participation, while also following up with Irmo and Chapin schools that had previously expressed interest ([00:10:03](#)). Discussions also covered parade logistics, including relocating the drop-off zone for Southern Strut participants to alleviate traffic congestion experienced in previous years ([00:11:07](#)).
- **Parade MC and Additional Participants** Erica Glover from WLTX has agreed to be the MC for the parade again, and the committee also considered inviting the Shriners with their scooters ([00:12:13](#)). It was suggested we use existing lists of past parade participants to encourage sign-ups, particularly targeting those who have done a good job in the past ([00:13:20](#)). Key participants already signed up include Southern Strut with 250 people, pageant winners, and Dond's Ice Cream ([00:15:29](#)).
- **Santa Claus Participation** The committee confirmed Santa Claus's participation in the parade, with Santa Steve Martin confirming his fee of \$150 per hour with a three-hour minimum ([00:16:29](#)). Sponsorship for Santa's fee is expected to be easy to secure. The plan is for Santa to ride on a fire truck as the last entry in the parade, with festive candy runners alongside to distribute candy ([00:17:54](#)). Cynthia to reach out to Irmo Fire.
- **Christmas Tree Lighting Event** The committee discussed the Christmas tree lighting event on December 9th, noting that the town historically handles it but the committee could assist. Help is needed for technical aspects like managing the microphone and sound system, as well as lining up children for performances ([00:20:34](#)). Local businesses like Denmark Funeral Home and Liberty Tax are expected to contribute with hot cocoa and cookies ([00:22:07](#)).
- **Promoting the Parade at Tree Lighting** Cheslea suggested promoting the Christmas parade at the tree lighting event through announcements and signs, and a committee member offered to manage the microphone and sound system to ensure it works properly ([00:23:12](#)). The committee also discussed changing pizza vendors for the event, considering local options like Little House of Pizza instead of franchises ([00:25:35](#)).

- **Santa's Role at Tree Lighting and Photography** The Christmas tree lighting event starts at 6:00 p.m. Santa will be present, and attendees can take photos with him, as there will not be a dedicated photographer ([00:26:42](#)). The committee discussed the location for Santa to sit for photos and confirmed that the fire department provides staff for the Christmas tree ([00:27:49](#)).
- **Citizen Presentation: Walk/Run Event Update** Dr. Vanessa with Hush No More provided an update on an upcoming walk/run event, which is one week away with 49 vendors and 190 participants signed up. The event will feature miniature horses, the Blackwood High School dance team, and will be inclusive of individuals with disabilities, with guide training for volunteers ([00:29:57](#)). The walk is approximately one mile, and speakers will include Goddess Chenkins and Sergeant Eric Vassor, both survivors ([00:30:59](#)).
- **Event Logistics and Promotion** Medals are not in the budget this year but are being worked on for donation, and sponsors include State Farm, Quick Trip, Starbucks, and Freddy Pants Foundation. Currently, 190 people are registered, but the event plans for 500 participants due to many not signing up in advance. Parking attendants will manage parking, with designated areas for disabled individuals and vendors ([00:31:57](#)). Vendors are allowed to set up from 6:30 AM, with the start time at 7:00 AM ([00:33:12](#)).
- **Event Promotion and Donations** The event is organizing vendors by arrival to avoid gaps in booths. The speaker requested more promotion and press releases for the event, as current efforts are not gaining traction. The event will also be giving away free baby items, brand-new clothes, and shoes, with 46 boxes of clothes to be donated to "Three Ps" for "Dress for Success" after the event ([00:34:02](#)).
- **Santa's Background and Parade Timing** Santa Steve Martin, a Columbia native and retired roofer, shared his background, mentioning his seven grandchildren and his hobby of riding motorcycles ([00:36:31](#)). The Christmas parade is scheduled for December 6th, a Saturday, and will officially start at 9:00 AM, with Santa expected to arrive by 8:30 AM ([00:38:58](#)). Santa's contact information was confirmed for future communication ([00:40:00](#)).
- Cynthia motion for the meeting end. Gabe Seconded. Meeting adjourned at 6:40pm roughly.