



**TOWN OF ASHLAND CITY
Parks Advisory Board
April 27, 2021 6:00 PM
104 Ruth Drive Ashland City, TN 37015
Agenda**

Chairman: Matt Waldron

Committee Members: Jamie Winslett, Misty Holloway, Michael W. Smith, Ray Crouch, Alwida Binkley

CALL TO ORDER

ROLL CALL

APPROVAL OF AGENDA

APPROVAL OF MINUTES

- [1.](#) March 30, 2021 Meeting Minutes

PARTNER REPORTS

PARKS REPORTS

OLD BUSINESS

2. Music on Main Discussion
- [3.](#) Movie In The Park
4. Earth Day Event Discussion

NEW BUSINESS

OTHER

ADJOURNMENT

Those with disabilities who require certain accommodations in order to allow them to observe and/or participate in this meeting, or who have questions regarding the accessibility of the meeting, should contact the ADA Coordinator at 615-792-6455, M-F 8:00 AM – 4:00 PM. The town will make reasonable accommodations for those persons.



**TOWN OF ASHLAND CITY
Parks Advisory Board
March 30, 2021 6:00 PM
Minutes**

CALL TO ORDER

Meeting was called to order at 6:09 pm by Chairman Matt Waldron.

ROLL CALL

PRESENT

Chairman Matt Waldron

Jamie Winslett

Misty Holloway

Michael W. Smith

Ray Crouch

ABSENT

Awlida Binkley

APPROVAL OF AGENDA

A motion was made by Mr. Ray Crouch, seconded by Ms. Misty Holloway, to approve the agenda. All approved by voice vote.

APPROVAL OF MINUTES

A motion was made by Mr. Ray Crouch, seconded by Mr. Michael W. Scott, to approve the March 30, 2021 Parks Advisory Board Meeting minutes as written. All approved by voice vote.

PARTNER REPORTS

1. Friends of the Trail

It was stated there was a gentlemen on the trails that is taking pictures of dangerous snakes by taking them from the grass and placing them on the trails. Mrs. Winslett stated a previous conversation had taken place with Ms. Kellie Reed and Mr. Scott Sampson about placing signs at the trail entrances stating to stay on the trails.

2. Cheatham County Soccer Association

No representative was present.

3. Softball

Chairman Matt Waldron stated the Softball Association has enough participants for two or three teams, however they need coaches.

PARKS REPORTS

Mr. Sampson stated the movie screen and equipment will arrive soon. The Parks Department will be purchasing gutters for the roof playground at Fire Station II and will also get a quote for concrete to go around the same playground. He stated new signs were purchased for the parks. Chairman Waldron asked if the Parks Department sprayed the softball fields. Mr. Sampson stated yes, one of them. Chairman Waldron said it looks great. Mr. Tony Young asked if the tennis courts were under water during the last heavy rain. Mr. Sampson said yes it was and they will pressure wash it. He also stated the new close day for 101 Court Street is now May 01, 2021.

OLD BUSINESS

None

NEW BUSINESS

4. Master Plan/Josh Wright

Mr. Josh Wright was present to discuss and explain plans for the future sports complex.

5. Attendance Discussion

Ordinance 536 was reviewed on the absenteeism limit of board members. Chairman Waldron stated he will speak with Ms. Awlida Binkley to see if she is still interested in this position.

OTHER

ADJOURNMENT

A motion was made by Mr. Crouch, seconded by Ms. Holloway, to adjourn the meeting. All approved by voice vote and meeting adjourned at 7:24 p.m.

Chairman Matt Waldron

Secretary Jamie Winslett



2021 OUTDOOR DISNEY WINDOWS

Your favorite Disney films are available for outdoor showings on the following dates

MONTH	DISNEY ANIMATED	PIXAR	DISNEY LIVE ACTION	MARVEL	LUCAS
JANUARY	AVAILABLE	AVAILABLE	AVAILABLE	AVAILABLE	AVAILABLE
FEBRUARY	UNAVAILABLE: 2/19-2/28	AVAILABLE	AVAILABLE	AVAILABLE	AVAILABLE
MARCH	UNAVAILABLE: 3/1-3/29	AVAILABLE	AVAILABLE	AVAILABLE	AVAILABLE
APRIL	AVAILABLE	AVAILABLE	AVAILABLE	AVAILABLE	AVAILABLE
MAY	AVAILABLE	AVAILABLE	AVAILABLE	AVAILABLE	AVAILABLE
JUNE	AVAILABLE	AVAILABLE	AVAILABLE	UNAVAILABLE: 6/25-6/30	AVAILABLE
JULY	AVAILABLE	AVAILABLE	AVAILABLE	UNAVAILABLE: 7/1-7/31	AVAILABLE
AUGUST	AVAILABLE	AVAILABLE	AVAILABLE	UNAVAILABLE: 8/1-8/2, 8/20-8/31	AVAILABLE
SEPTEMBER	AVAILABLE	AVAILABLE	AVAILABLE	UNAVAILABLE: 9/1-9/27	AVAILABLE
OCTOBER	AVAILABLE	AVAILABLE	AVAILABLE	UNAVAILABLE: 10/22-10/31	AVAILABLE
NOVEMBER	UNAVAILABLE: 11/12-11/30	AVAILABLE	AVAILABLE	UNAVAILABLE: 11/1-11/29	AVAILABLE
DECEMBER	UNAVAILABLE: 12/1-12/31	AVAILABLE	AVAILABLE	AVAILABLE	AVAILABLE

ADDITIONAL DISNEY TITLE DATES

- "Mulan" (2020) and "Soul" are unavailable through 9/5/21
- The "101 Dalmatians" franchise is unavailable for outdoor showings through 8/31/21
- "The Adventures of Ichabod and Mr. Toad," "Fantasia" and "Fantasia" (2000) are unavailable until further notice
- "Frozen Sing-a-Long" is unavailable through 12/31/21
- "Solo" and "Rogue One" are unavailable 5/3/21 through 5/5/21
- The "Toy Story" franchise is unavailable 11/1/21 through 2/1/23

TOP DISNEY ANIMATION TITLES

- Aladdin (1992)
- Alice in Wonderland (1951)
- Beauty and the Beast (1991)
- Big Hero 6
- Bolt
- Cinderella (1950)
- Frankenweenie (2012)
- Frozen franchise
- Gnomeo and Juliet
- Lady and the Tramp (1955)
- Lilo and Stitch
- Mars Needs Moms
- Moana
- Mulan (1998)
- Peter Pan (1952)
- Planes franchise
- Tangled (2010)
- The Jungle Book (Animated) (1967)
- The Lion King (1994)
- The Little Mermaid
- The Nightmare Before Christmas
- The Princess and the Frog
- Winnie the Pooh franchise
- Wreck It Ralph franchise
- Zootopia

TOP DISNEY LIVE-ACTION TITLES

- Aladdin (2019)
- Alexander and the Terrible, Horrible, No Good, Very Bad Day
- Angels in the Outfield (1994)
- Beauty and the Beast (2017)
- The Chronicles of Narnia franchise
- Cinderella (2015)
- Cool Runnings
- Dumbo (2019)
- Enchanted
- Halloweentown
- Hocus Pocus
- Honey, I Shrunk the Kids
- Maleficent
- Mary Poppins Franchise
- Miracle (2004)
- National Treasure
- Pirates of the Caribbean franchise
- Remember the Titans
- Sister Act
- The Jungle Book (2016)
- The Lion King (2019)
- The Mighty Ducks franchise
- The Muppets franchise
- The Parent Trap (1998)
- The Santa Clause

PIXAR LIBRARY

- A Bug's Life
- Brave
- Cars franchise
- Coco
- Finding Nemo franchise
- Onward
- Ratatouille
- The Good Dinosaur
- The Incredibles franchise
- Monsters, Inc. franchise
- Toy Story franchise
- Up
- Wall-E

MARVEL FILMS LIBRARY

- Black Panther
- Captain Marvel
- Doctor Strange
- Iron Man & Hulk: Heroes United
- Ant-Man franchise
- Avengers franchise
- Captain America franchise
- Guardians of the Galaxy franchise
- Iron Man franchise
- Thor franchise

LUCAS FILMS LIBRARY

- Rogue One: A Star Wars Story
- Solo: A Star Wars Story
- Star Wars: The Clone Wars
- Star Wars: The Force Awakens
- Star Wars: The Last Jedi
- Star Wars: The Rise of Skywalker

Please contact your Account Executive if you're interested in a film not included in these lists.

Planning GUIDE

Everything you need to create
memorable movie events





Plan

From picking your titles to acquiring key funds, this section covers all you need to know to create movie magic in your community.

4 Helpful Tips FOR PLANNING YOUR MOVIE EVENTS

1. **Select your movie.** Check out the “Movies & TV” page on our website to view our newest releases, get inspired by popular programming ideas, or search by genre. If you don’t have time to plan, our Account Executives are happy to create the perfect, customized movie schedule for your organization.
2. **Fund your event.** Don’t have the funding to put on the event or series you want? Reach out to local businesses, or other community organizations, to see if they’re interested in sponsoring a screening. We offer free, customizable sponsorship guides on our website to make it easy. Whether you’re just starting out or looking to grow your program, we offer two versions so you can download the one that fits your needs.
3. **Enhance your event.** Add to your screenings with the ideas found on our website and within our catalogs and regularly released toolkit – PressPlay.
4. **Get inspired.** For more ideas, check out how we help customers create successful, affordable programming by visiting the “Customer Stories” page of our website.



Movie EVENT & Programming IDEAS

Use movie programming ideas to complement an existing event or theme – like seasonal holiday programming or festive carnivals! Or, make a movie the focus and simply enhance your showing with event ideas. Find suggestions for both below:

Event IDEAS



Trolls World Tour

DIY some colorful troll hair headbands before your screening. Simply knot tulle around a headband, use an elastic to tie it all together at the top, then beautify them with ribbons and bows!



Peter Rabbit 2: The Runaway

Beatrix Potter's classic story came about as a result of her paintings. Honor the author by starting your event with a "Brush and Bunnies" painting activity! Have different levels of difficulty so everyone can take part and include bunny-themed concessions, like carrot cake and green smoothies!

Programming IDEAS



Wonder

Use this heartwarming film highlighting the importance of acceptance and kindness to host an all-abilities movie night for your community! Make sure everyone feels welcome with special accommodations made for the hearing-impaired, those with sensory disorders and the disabled.



The Addams Family

Have families compete against one another in classic games that have a Halloween spin, like boollon pop, pumpkin bowling, candy corn relays, toilet paper mummy game and more! For added festive fun, include a family costume contest and announce the winners after the show.



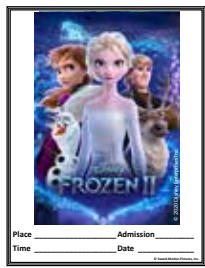
Promote

Everything is scheduled for the big event. Now, it's time to promote!
Find the tools needed to spread the word below.

Our customizable promotional materials make promoting your event a breeze. Just drop in the date, time, location and any other details relevant to your audience, then hit "print!"

Visit swank.com/parks to download the following materials for almost every movie we license:

POSTERS



FLYERS



TICKETS



FACEBOOK IMAGES



Don't forget

Feature the event on your organization's social media accounts! [Here are some great examples from our customers:](#)



Social Media CONTINUED

Chicago Park District: Movies In The Parks
May 1, 2019 · 🌐

We. Are. Live!

The full 2019 Movies in the Parks schedule is live now on our website at www.chicagoparkdistrict.com/movies. Break out those calendars and dig up a highlighter, it's time to start making your summer plans. We'll see you out there in the parks!... See More





👍❤️ 178 51 Comments 96 Shares

Image courtesy of: Chicago Park District

Palm Coast Parks & Recreation is at Central Park Town Center. 📍
August 9, 2019 · Palm Coast, FL · 🌐

Fly over to Central Park in Town Center tonight at 8:30pm to catch Disney's adaptation of Madeline L'Engle's Newbery award winning book, "A Wrinkle in Time." #PalmCoastMovies #PalmCoastRec www.palmcoastgov.com/movies



975 Central Ave, Palm Coast, FL, 32137

Image courtesy of: City of Palm Coast, FL



Brand

Branding your movie series.

If you plan on hosting regularly scheduled movie events in your community, consider branding the series for consistency.

First: Come up with a memorable name for the series like “Movie Mondays” or “Free Movie Friday” and be sure to stay consistent with the time, day of the week and location of your showings.

Next: Create a cohesive set of visuals, including posters, flyers, schedules, signage and social media posts. This goes beyond using the same logo to incorporate colors, fonts and the general aesthetic.

Investing time to properly brand your event will help you better *reach* your targeted audience, *increase* exposure and, ultimately, *draw* larger crowds.

CUSTOMER EXAMPLES



Image courtesy of: Chesapeake Parks, VA



Image courtesy of: Pacific Palisades, CA



City of Placentia, CA

Movies in the Park

Each summer, the city of Placentia in California invites the community to its Movies in the Park series. After packing picnics and blankets, families arrive early to pick a prime spot. According to Matthew Brand, Placentia's community service coordinator, excitement for the series is so strong that many attendees arrive before the event staff! Keep reading to learn Brand's top tips for creating a successful movie series in your community:

- Invite the audience to vote on your next movie at the event – a great way to engage attendees!
- Enhance your event with pre-show activities, like musical games and trivia, and free giveaways that incentivize attendance
- Partner with local nonprofits to sell snacks and drinks – helps cover food offerings and supports your community!
- Secure sponsorships for event funding and logistics. Spotlight individual sponsors on specific movie nights – allowing them to give out free popcorn to engage with the community
- It's "well worth the extra money" to show premium titles as they always attract a larger crowd
- Switch up your event's location to reach all of your community
- Always send a survey out at the end of the series to collect film and event suggestions for next summer
- Try to do one or two new things each year to keep things fresh and continually evolving



Summer 2020 LINEUP

ITEM #3.



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