
AGENDA ITEM SUMMARY

Subject: Request for Santa Shining Light display

Background Summary:

We have received a request from the Rotary Club to implement the Santa's Shining Light display in Central Park again this holiday season. Park and rec director Tyler Mitchell had some concerns he wanted to address prior to council approving the request this year. He has met with Jessica Gintz on those concerns and I have included information from both Tyler and Jessica regarding those conversations. We wanted to discuss this at a planning session prior to council approving it this year so that we can all get on the same page. We will discuss this at the planning session and then hopefully have it on the next regular meeting for council action. Tyler and Jessica will be present at the meeting to answer any questions.

Tyler's info

Santa's Shinning Light Show

The Satellite Rotary Club has requested the use of Central Park for the Santa's Shinning Light Show again this winter. The set-up date would be November 15th with the lighting at the park for the public on November 26th. If needed the Satellite rotary club has offered to seed the park as part of their community service project in appreciation for letting them use the park.

Things to consider:

Who is monitoring that no one is putting stakes into the ground?

If there will be a charge for the use of electricity? The bill would have been \$230 for this year.

Do they plan to keep lights on 24/7 or have a way for the lights to be off during the day?

This was a very cool attraction this winter. It would be nice to figure out the 3 things to consider for this year.

Jessica info

Below are a list of questions that were presented to Tyler for a Follow-up from the 1st annual Santa's Shining Light Show. In Red are Tyler's responses to the questions.

1. Is there concerns with disrupting the grass or grounds where the displays were placed?

We just want to see if there was any damage or not. With no snowfall some grass could have been killed off. I am confident the grass will grow right back but want to be sure.

2. Is there any concerns with the stakes we used to place the lighting around the perimeter of each section?

There should not be any problems with the lights around the perimeter with no irrigation lines running right next to sidewalk. The only problem would be if displays used stakes for any reason and we didn't see it.

3. Is there any concerns with the barrier line that was placed to keep people from walking around the grass?

The barrier line was great to have

4. Is there any concerns with the placement of the Santa house?

The santa house location was fine.

5. Where did the cost for the electricity fall during the event?

My budget consumed the electricity cost for this year. Only thing that would be nice is if there was a way to turn off the lights during the day. I know with two of the Oscar units you had you couldn't this year.

6. What concerns were there with set up and tear down?

The only thing with set up is this year I would like to stick as close as we can to the agreed upon date. (Even if the date is early like this year) That way we can go in and mulch leaves one last time before displays start getting set up.

7. Is there anything you would like to see done differently or improved upon.

The big one is to see if the Oscar units you are able to rent this year would allow for the lights to be shut off during the day.

Next is a list of Questions that I asked Tyler in regards to the 2022 Santa's Shining Light Show. In red is Tyler's response to these questions.

8. Can we wrap the base of some of the trees in part of the decorations?

That is fine to wrap some trees in decorations.

9. Can we place arches over the sidewalks using the holes for the flag poles?

Arches over sidewalks would fine with me

10. We have a business that would like to decorate the arch at the corner of Jakson and Kelly. Would this be ok?

I do not have a problem with the arch getting decorated as long as no damage is done to the arch.

We have received great feedback from the community and would love to pursue this again this year. The dates we would be looking at: Set up starting Tuesday November 15th, lighting of the park Saturday November 26th, and tear down done by Wednesday January 4th (weather allowing).

2022 Santa's Shining Light show

The Charles City Rotary Satellite club brought an exciting new tradition to Charles City during the 2021 Christmas season that brought much enjoyment to the community. The Rotary received many compliments. With that support the Rotary is ready to bring the excitement of Santa's shining light show for its 2nd Annual event. The event will Kick off Saturday, November 26, 2022.

The Rotary Club would appreciate continued partnership with the city council, to help bring Santa's Shining Light Show back to central park for even more holiday fun. Set up for the event will start Wednesday November 16th, kick off Saturday, November 26th, and tear down done by Wednesday, January 4th. The tear down dates are subject to change due to weather. The displays will again be lit each night until the new year for many to see and enjoy. Perry Novaks will help us with a plan to set up timers to have the lights shut during the day.

The Rotary has been talking to the chamber and other organizations to bring different activities during the event. We already have food vendors signed up for our light park celebration. The chamber is hoping to bring back sleigh rides with Santa during one of the weekends.

If you have any questions feel free to contact me at 641.257.8839 or jessicagintz@gmail.com