



PRACTICAL WAYS TO CREATE MEANING

Planning Notes for 2012 Coralville-Iowa City Costume Swap

Below are agendas and meeting minutes for one Costume Swap. Note: Plans are still underway, so only the agendas and meeting minutes from the first two meetings are found below. Stay tuned at this url for more updates.

Halloween Costume Swap Agenda

Meeting #1, August 28, 2012

- 1) Do we want to commit to hosting a Costume Swap?
- 2) Location/Date/Time/Parking/Changing Room? *Related to time and location: How long would set up take? Some facilities aren't available 2 days in a row, for set up/prep one day, holding the next day*
- 3) Tables/racks/Mirrors/Signs/what else?
- 5) Swap—Free or fee?
- 6) Possible partners
- 7) Other

Halloween Costume Swap Meeting Minutes

Meeting #1, August 28, 2012

Attendees:

Jennifer Jordan, Iowa City Landfill and Recycling Center
Susan Salterberg, University of Northern Iowa Center for Energy and Environmental Education
Kristin Simon, East Central Iowa Council of Governments

Action items:

Team committed to hosting a Costume Swap, and decided to do it at the Coralville Public Library. The large auditorium room had been tentatively reserved. We will have the room from 8:30 am-1:30 pm, and decided to hold the event from 9:30 am-12 noon, giving us one hour for room set-up, and 90 minutes for taking down.

Jen volunteered to get about eight large refrigerator boxes that can be used as dressing rooms for young children. Older children can try clothes on in the restrooms nearby. Publicity can also encourage kids to wear tights and tops that allow them to pull clothes on over the clothes they are wearing.

Kristin will call her contact at the library to ask:

- 1) If the storytime (held at the library every Sat. from 10:30-11) could use an environmentally themed Halloween book that day
- 2) About set-up—we think we'll need about 12 tables in the middle area of the room, with the refrigerator boxes around the sides of the room. We opted to not use racks, to simplify the event

- 3) If we can invite one or more grocery stores to set up displays at this event and give away free, healthy samples of treats for trick-or-treating or for Halloween parties?
- 4) If they are interested in providing a book display at the event
- 5) If they are interested in being official event partners and help promote the event
- 6) If we could have a parade go through the library every half hour or so during the event, so children can show off their costumes to library patrons (and wear them more than once in the season!)

Susan will:

- 1) Draft an email to send to all second-hand shops in the area, inviting them to donate a few costumes to the event, and inviting them to loan us mirrors for the event (and may follow-up with a phone call)
- 2) Draft news release and other announcements about the event
- 3) Explore use of graphics from National Costume Swap (and register our event with them) and/or secure a graphic designer to create posters for us
- 4) Set up Reclaim Your Holidays display and staff it, giving participants information about how to green winter holidays (green gift wrap, green gift ideas, local foods, etc.)
- 5) Start a media list and share with partners to make sure we thoroughly advertise the event
- 6) Start creating a list of volunteers needed that day

Jen will:

- 1) Call two local grocers to invite them to have food displays at the event, if permitted by the library
- 2) Secure the refrigerator boxes
- 3) Accept costume donations at the East Side Recycling Center on Wed., Oct. 3, Fri., Oct. 5, and Wed., Oct. 10 from noon-5 pm. This will give us a small number of costumes to help make the swap more successful.
- 4) Secure sacks, bags and boxes for transporting and/or storage of costumes
- 5) Make a big poster listing second-hand shops in the area to promote buying used
- 6) Draft a waiver form for all attendees to sign, indicating the partners are not responsible for rips and tears or unclean garments or accessories. Swappers get costumes “as-is.” Waiver will also include something indicating that photos will be taken during the event, and participants give permission for the photos to be used by sponsors as they deem appropriate.

All of us agreed to wear costumes for the event.

Below is our summary of planned activities:

8:30-9:30 am—set up

9:30-12 noon—Costume Swap (no money exchanged...Costume Swap will operate on the “leave what you can, take what you need” basis)

10:30-11—existing library storytime event

On-going—parades in library

Volunteers needed:

- 1) Greeter/please sign waiver, provide email for follow-up evaluation or other purposes –we’ll need to discuss this -1

- 2) People to straighten up room and assist patrons Restroom monitor to help kids and parents who are trying on clothes -2
- 3) People to accept costumes -1
- 4) Someone to talk with patrons as they are ready to leave to ask how the event went, ensure participants took what they need, possibly ask one to three evaluation questions -1
- 5) Kristin Simon for storytime -1
- 6) RYH booth -1
- 7) Landfill booth -1

Halloween Costume Swap Agenda

Meeting #2, September 6, 2012

- 1) Updates on and discussion of Kristin's communication with public library
- 2) Updates on and discussion of Jen's tasks
- 3) Updates on and discussion of Susan's tasks
- 4) Volunteers—confirm no. needed and where to access them
- 5) Explore idea of getting recycled content pencils to show as a possible alternative to sweet treats on trick-or-treat night

Halloween Costume Swap Meeting Minutes

Meeting #2, September 6, 2012

Attendees:

Jennifer Jordan, Iowa City Landfill and Recycling Center

Susan Salterberg, University of Northern Iowa Center for Energy and Environmental Education

Kristin Simon, East Central Iowa Council of Governments

Action items:

Kristin reported that:

- 1) The library is willing to help advertise our event, but will be doing their regular story time. They welcome us to do our own Halloween-themed story time in Schwab, so we decided to offer two story times from 10-10:15 and 11:15-11:30 am. This will not interfere with the 10:30-11 am library's official story time. Kristin will conduct these story times in one corner of the auditorium where we are holding the Costume Swap.
- 2) The library allows food.
- 3) They won't allow a parade of children throughout the library, but Kristin will do mini-parades in the auditorium periodically that morning, so kids can show off their costumes.

The team then reviewed Susan's draft email to send to second-hand shops in the area, inviting them to donate costumes. They also reviewed the list of volunteers and Jen volunteered to contact the Big Brother/Big Sister program to see if they could provide volunteers to serve from 9-11 and 11-1. This would also possibly give

us another group of participants for the costume swap. Next, Jen volunteered to review the draft news releases (see below, Attachment A) and adapt for our use.

Susan reported that:

- 1) She registered the event with the National Costume Swap, and is still working with them in the hopes of getting a poster with graphics in which we can paste our information.

Susan will:

- 1) Find out the requirements for linking to the National Costume Swap day on our websites.
- 2) Publicize the event on the Reclaim Your Holidays website.
- 3) Check to see if our team can meet at the Coralville Public Library on October 12, and bring some of the supplies needed for the following day's event.
- 4) Revise the email to second-hand stores (see Attachment B).

Jen will:

- 1) Call local grocers to invite them to have food displays and/or provide food for the event.
- 2) Contact an area shop that makes specialty items, such as recycled content pencils that say Happy Halloween to give to participants at the event and also to encourage parents to think beyond candy as a Halloween "treat."
- 3) Work with the city's legal department on an attendee waiver, if legal says it's necessary. She will also bring Volunteer Waivers for all volunteers to sign the day of the event. (Note: After the meeting, Jen found out that the city's legal department thought posting disclaimer signs at the event would be sufficient.)
- 4) Publicize the event on the City of Iowa City website.

Below is an updated summary of planned activities:

8:30-9:30 am—set up

9:30-12 noon—Costume Swap

10-10:15, 11:15-11:30—15-minute story times in auditorium

Displays by Iowa City Landfill and Recycling Center, UNI CEEE's Reclaim Your Holidays, and possibly by food vendors

On-going—mini-parades in auditorium

The next meeting is scheduled for Sept. 13 at the East Side Recycling Center at 8:30 am.

Halloween Costume Swap Agenda

Meeting #3, September 13, 2012

Agenda

- 1) Food update
- 2) Volunteer update
- 3) Posters timeline
- 4) Setting up for event/last meeting logistics
- 5) Specialty store information (alternatives to giving sweets as treats)
- 6) Contact with second-hand stores
- 7) One of Reclaim Your Holidays' goals is to help Iowans create meaningful holidays. Can we do anything to facilitate this at the event?

Halloween Costume Swap Meeting

Meeting #3, September 13, 2012

Attendees:

Jennifer Jordan, Iowa City Landfill and Recycling Center

Susan Salterberg, University of Northern Iowa Center for Energy and Environmental Education

Kristin Simon, East Central Iowa Council of Governments

Action items:

Jen gave an update on food, saying she's contacted two local grocers, and will for sure be working with one of them, and maybe a second. One store's dietician is interested in helping. The store may charge \$100/hr. for her to come with a display table, refreshments (samples) and examples of non-sweet treats to give for trick-or-treat night.

Jen reported that she called the Big Brothers/Big Sisters coordinator, who will be out of town Oct. 13, but will put a notice out to the volunteers to see if any are interested. Jen thinks we should also pursue other options for volunteers. Susan will contact a friend of hers who is involved with Big Brothers/Big Sisters, to invite her and her "sister" to help. Susan and Jen will be in touch about volunteers before the next meeting.

We decided we need to have the posters ready by Sept. 27, and Susan will drop them off at second hand stores when she picks up costumes. She's changed the date for picking up costumes from Oct. 3 to Sept. 27 so we can disseminate the posters at the same time. Susan also indicated that we can use the logo from the Halloween Costume Swap site, and that since the national program has not yet completed a poster that can be manipulated by users, we need to create our own. Jen will work with her graphic designer on that, and we'll try to make it so that it can be used by others through the Reclaim Your Holidays website.

Jen then talked about specialty items to show and/or give away at this event. Susan indicated she'd like to have ideas of non-sweet treats at the event, but that giveaways weren't important to her. Jen is going to work on getting a sampling of items to show at the Iowa City Landfill and Recycling Center booth.

Susan volunteered to call second-hand stores to get email addresses, so Jen can send out the emails to them. The goal is to get emails out by no later than Monday, Sept. 17, and to secure logos sometime next week, hopefully by Wednesday.

Susan then mentioned that one of the goals of Reclaim Your Holidays is to help Iowans create meaningful holidays. She asked if Jen or Kristin had ideas for helping participants make their Halloween more meaningful. Kristin suggested we take pictures of kids with family members and email them to participants after the event. The email could include tips for reclaiming other holidays, a link to the Reclaim Your Holidays and the Iowa City Landfill and Recycling Center sites (including the second-hand store link), and a link to a Survey Monkey survey so the event and follow-up activities can be evaluated. Because we were short on time, this discussion will be continued at the next meeting.

The next meeting will be Oct. 3 at 1:30 at the East Side Recycling Center, and we'll set up on Oct. 12 at 10 am at Schwab Auditorium in the Coralville Library. The library is reserving the room for us all day.

Attachment A—Samples of news releases

News release #1: Call for costume donations

Donate used costumes to eek-o-friendly Halloween Costume Swap

Area residents are encouraged to donate unwanted costumes to the Iowa City Landfill and Recycling Center in early October to be given away later in the month at a Halloween Costume Swap. Costumes should be in good to excellent condition with no significant spots or holes. Donations can be made Wednesday, October 3rd or 10th, and Friday, October 5th, from noon to 5 pm at the East Side Recycling Center. Donations will also be accepted the day of the Swap at the Coralville Public Library, October 13, 9:30 am to noon.

For more information, contact Jen Jordan at Jennifer-Jordan@iowa-city.org or 887-6160. The event is co-sponsored by the University of Northern Iowa Center for Energy and Environmental Education and the East Central Iowa Council of Governments. Halloween Costume Swap details may be found at www.iowacity.org.

Sidebar:

Help create an eek-o-friendly Halloween

Donate gently used costumes

Time: Noon to 5 pm

Dates: Wednesday, October 3rd and 10th

Friday, October 5th

Where: East Side Recycling Center, 2401 Scott Blvd SE, Iowa City

News release #2: Costume Swap Announced

Halloween Costume Swap Gives Residents Eek-o-friendly Options

The Iowa City Landfill and Recycling Center and several partners are sponsoring a Halloween Costume Swap and story times at the Coralville Public Library on October 13. The free swap, held in Schwab Auditorium from 9:30 am to noon, will operate on a “leave what you can, take what you need” principle. A Halloween-themed story time is planned from 10-10:15 and again from 11:15-11:30 in Schwab Auditorium. In addition, several vendors will provide free, healthy treats, as well as ideas on how to make holidays more meaningful and more environmentally friendly.

Sponsors encourage area residents to clean out their closets to help get unused costumes into the hands of young children in time for trick-or-treating.

Residents may swap their kids’ costumes from past Halloweens with ones at the Costume Swap. Those with no costumes to swap may also attend the event. Organizers do want to ensure costumes for everyone so, if possible, they ask residents to donate costumes. Costumes will be available “as-is” on a first-come, first-served basis. Sponsors offer no guarantees on costume quality, and/or quantity available.

Patrons are asked not to park in the first few rows of the lot. No adult costumes will be available, and parents and guardians are encouraged to dress children in tights and leotards or swimsuits so they can easily try on costumes.

For more information about this free event, contact Jen Jordan at Jennifer-Jordan@iowa-city.org or 887-6160. The event is co-sponsored by the University of Northern Iowa Center for Energy and Environmental Education and the East Central Iowa Council of Governments. Area second-hand stores are contributing to the event. Halloween Costume Swap details can be found at www.iowacity.org.

Attachment B—Email to used clothing stores

Subject line: Action needed: Donations requested for area Costume Swap

Would you be willing to donate several costumes to a Halloween Costume Swap?

The Iowa City Landfill and Recycling Center and several partners are sponsoring the costume swap at the Coralville Public Library on October 13. This will be a free event. The goal: Help area residents have an eco-friendly (eco-friendly) Halloween.

We will print an event poster that includes the logos of all second-hand stores who contribute, and we'll provide you a copy to post. In addition, posters will be distributed around the Iowa City-Coralville area. To promote "buying used," we also will have brochures listing the area second-hand stores to give away at the swap. Lastly, leftover costumes will be contributed to the second-hand stores who donate.

If you are willing to contribute, you may take costumes (and mirrors, if you have any to loan us) to the East Side Recycling Center office on the dates and times shown below. **We are also happy to pick costumes and/or mirrors up at your shop on October 4th, if you wish.**

Donate gently used costumes

Time: Noon to 5 pm

Dates: Wednesday, October 5th, 10th, 12th

Where: East Side Recycling Center, 2401 Scott Blvd SE, Iowa City

Please **"Reply All"** to this email and/or call Susan at xxx-xxxx to confirm your willingness to help.
Thank you!