“Remember! Celebrate! Act”!
“A Day On - Not A Day Off”

Marade Sub-Committees Out Line

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Table of Contents

<table>
<thead>
<tr>
<th>Committee</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program/Administrative Committee</td>
<td>2</td>
</tr>
<tr>
<td>Awards Committee</td>
<td>3</td>
</tr>
<tr>
<td>Logistics Committee</td>
<td>4</td>
</tr>
<tr>
<td>Marshall</td>
<td>5</td>
</tr>
<tr>
<td>Volunteer</td>
<td>6</td>
</tr>
<tr>
<td>Community Outreach/Education Committee</td>
<td>7</td>
</tr>
<tr>
<td>Vendors Committee</td>
<td>8</td>
</tr>
<tr>
<td>Torch Committee</td>
<td>9</td>
</tr>
<tr>
<td>Media Committee</td>
<td>10</td>
</tr>
<tr>
<td>Legislative Committee</td>
<td>11</td>
</tr>
<tr>
<td>Staging &amp; Sound Committee</td>
<td>12</td>
</tr>
<tr>
<td>Security Committee</td>
<td>13</td>
</tr>
</tbody>
</table>
Program Committee

Will consist of the current Marade committee, for establishing the program and program participants at both locations for the MLK Marade day event.

**Administrative Committee:** This committee consists of the Chairman, Vice Chair, State-Wide Special Event chair, and Secretary. This committee is responsible for finance decisions, review, approval of budgets and obligating funds. In addition, the Administrative Committee will preside at Marade meetings, obtain all required permits for each location, approve all outgoing correspondence, order the birthday cake, memorial wreath, and formally invite program participants.
Dr. Martin Luther King, Jr.

Colorado Holiday Commissioners:

Vern L. Howard
Chairman
The Vern’s LLC

Terry Nelson
Vice Chair
Blair Caldwell
Research Library

Barbara Shannon-Banister
Treasurer
City of Aurora CRD

Roz Duman
CCGAA

Sandra Moore-Mann
GMDMA

Stephen Straight
Straight Marketing

Awards Committee

To seek nominations for Individuals or Organizations from around Colorado to receive the following awards.

The William Bill Roberts Life Time Achievement Award:
This award is presented to an individual, group or organizations that are steadfast in their pursued for justice for all people aligning them with educating and promoting the timeless principles and message of Dr. Martin Luther King Jr. They may still be active or retired.

The Community Recognition Award:
This award is presented to an individual, group or an organization that sees a need in the community and act on it creating promoting or financing the implication of the need in the character of Dr. Martin Luther King Jr.

The Community Service Award:
This award is presented to an individual, group or an organization that serves the community as a whole, regardless of the economic, racial religious, sexual orientation or political demographics, in the spirit of Dr. King.

New Vision Award:
This award is presented to individual, groups or an organization that has implemented a new way of meeting the needs of the community in a creative/innovative way for the times in which we currently live, while still serving in the spirit of Dr. King.

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Responsibilities:
- Create a nomination forms and ballots
- Seek nominations from other committee members
- Selection of award recipients should occur by December 20th
- Coordinates ordering of all plaques, pick-up, delivery of all plaques to presentation event
- Provide contact information of all recipients to the Administrative Committee
- Draft congratulatory notices
Logistics Committee

Is responsible for ensuring City Park, Civic center, and the State Capital are set-up, and maintained throughout all programs and activities and appropriate closeout and clean-up at each location.

Responsibilities:

- Coordinate with each committee to determine the needs for each location are identified at least 30-days prior to event and submitted to the Administrative committee for any procurements (i.e., vendor committee - for number of tables, chairs, etc; stage/sound committee – for chairs, podiums, flags, etc.)
- Coordinate with Volunteer committee to ensure adequate volunteers are available for pre and post site cleaning activities.
- Coordinate with Administrative Committee on order port-a-potties, coordinate delivery and location and pick-up
- Coordinate with Media committee, pre and post event on where media outlets are located at all locations
- Appoint a point of contact for each location at 15-days prior to event and ensure that they are available for walk-through and on location from set-up to conclusion of all events
- Ensure signs and banners are appropriately displayed at all locations
- Obtain bids (submit to Administrative Committee) and schedule arrangements for delivery and pick-up of port-a-potties, identify locations for placement at City and Civic Park
- Coordinate placement of floats and vehicles in the Marade (Contact Outreach Committee for groups participating with floats)

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Marshal Committee

Trains Marade staff and volunteer Marshals on how to conduct a peaceful demonstration or march; including ensuring event day Marshals are in place to carry out responsibilities and coordinates with law enforcement at events.

Responsibilities:
- Recruit volunteer Marshals
- Establish potential contact list for Marshals which could be used in future years
- Conduct group Marshal training no-more than one week prior to the event, utilizing the approved Dept. of Justice Training from the Community Relations Division, entitled Self-Marshaling Program
- Establish a meeting time and location on day of event, (at least 2-hours prior to start of event), assign duty stations/responsibilities, captains and teams, distribution/assignment of radios/equipment
- Ensure marshals are on-duty throughout the event and all equipment is collected upon conclusion of events

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Volunteer Committee

Works with all committees in addressing their needs for staffing, for all events.

Responsibilities:
• Recruit volunteers for different committee needs
• Establish a list of potential sources for volunteers that could be utilized in future years
• Ensure volunteers are on-site and in position as committees need them (coordinate this in advance)
• Ensure adequate volunteers are available to secure cake prior to cutting, cuttings and serving
• Obtain volunteers for staffing MLK Commission Booth

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Community Outreach/Education Committee

Reach out to communities across Colorado to participate in the Marade day, National Day of Service and Uncle Walt Becker “Remembering Memphis – Get back to Cleanin’”(which is the Saturday before the Marade) (churches, schools, clubs, organizations, businesses, etc.). In addition, seek-out and ensure school systems across Colorado are aware of and invited to participate in all MLK holiday events and Day of Service events. Recruit groups to march together in the Marade, regardless of economic, racial, age, religious, sexual orientation or political affiliations (i.e., Marching bands, senior centers, day-care centers, drill teams, cheer leaders, ROTC groups, choirs, etc.)

Responsibilities:

- Ensure Marade Applications are distributed across Colorado upon it’s availability
- Create a binder finished and approved applications
- Identify a Day of Service Activity and invite all groups participating in the Marade and Day of Service event (e.g., promoting food drives, cell phones, etc.)
- Create a information flyer for schools, promoting the educational opportunities of participating in MLK holiday events and Day of Service events (ensure flyer is approved by Administrative Committee, prior to distribution)
- Serve as the point of contact to filter all questions from schools for additional information
- Coordinate, with Commissioners or their designees, visits to schools for educating students and staff on the importance of the King Holiday and the community Marade event
- Notify Logistics Committee of any groups participating in the Marade with floats or vehicles

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Vendors Committee

To seek-out business vendors, and organizations that promote products and/or messages that are appropriate for Marade participants

Responsibilities:

- Seek out potential businesses and organizations that would be interested in participating as a vendor, determining if they are in-line with the Marade’s goal and mission
- Provide vendor applications and ensures appropriate fees are accessed/collected based on their category (for profit vs non-profit)
- Working with logistics committee, ensures that adequate space and tables have been allocated
- Creates a list and signage for all participating vendors and assigns booth locations at the site
- Be available to welcome and sign-in all vendors, and provide vendor name tags.
- Ensure all vendors close-out activities timely and appropriate clean-up

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Torch Committee

Coordinating with the Commissioners and communities throughout the Colorado to determine the dates of their MLK holiday events, in order to pass the Dr. Martin Luther King Unity torch to that community for their scheduled event.

Responsibilities:
- Obtain the List of County’s and Community events from the Chairperson
- Contact these entities (and any others) and obtain a schedule of their MLK holiday events and inform them of the torch availability
- Coordinate the schedule of these events with the Commissioners and other volunteers to ensure that the Commission is represented at each event with the MLK Unity Torch
- Ensure that adequate oil is available and provided to the individual presenting the torch at each event
- Either obtain the torch from each individual or ensure that it is provided to the next presenter on the schedule
- Obtain someone to run the torch into City Park and at the MLK Rodeo of Champions

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Media Committee

This committee is responsible for creating social media sites and drafting messages (for approval) and distribution to all media outlets (print and electronic).

Responsibilities:
- Create Facebook and Twitter Accounts
- Maintain current MLK Commission website
- Draft Press Releases
- Create Press Packages
- Coordinate with press prior to and on the day of events
- Direct questions and inquiries to the Commission Spokesperson or designee

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Legislative Committee

To seek out and coordinate with elected officials throughout Colorado, inviting them to participate in the Marade Day activities.

Responsibilities:

- To create a list of said elected officials, with names and contact information
- Draft an invitation for the officials with a RSVP no later than two-weeks prior to event (ensure that officials are aware that this is not a request for a speaking role nor are there reserved seating on the stage)
- Make appropriate follow-ups, to ensure appropriate staging is conducted
- Notify Staging and Security Committee of the confirmations

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Staging & Sound Committee

To obtain best value sound and stage equipment and ensure appropriate and timely set-up and tear-down at all locations

Responsibilities:

- Obtain bids for sound and staging equipment
- Coordinate with the Awards Committee, if applicable, for storing awards, etc.
- Coordinate with volunteer, Marshalls, Security to ensure appropriate staffing
- Coordinate with Administrative Committee for procurement of all needed products and services (submit request no later than 30 days prior to scheduled event.)
- Serve on the program committee to ensure adequate coverage for all program participants
- Be available for walkthroughs and coordinate sound checks

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Security Committee

To ensure each site is safe for all participants, providing security for vendors and any dealing with cash, special guests dignitaries, and ensure orderly appropriate line-up.

Responsibilities:
- Ensure all events are adequately staffed with trained security personnel
- Coordinate the staffing arrival and departure times (to includes set-up – closeout activities)
- Distribute in needed equipment, (i.e., radios, vests, etc.), ensure all equipment is checked back-in at the end of shifts
- Ensure Marshall and or other volunteers are in-place to identify Marade boundaries and line-up process
- Coordinate with law enforcement as necessary
- Ensure the overall safety and atmosphere of march participants and message written and verbal are conducive to our purpose
- Secure the stages at both locations and state Capital steps

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