

Manchester 375th Committee

Minutes-February 26, 2019

Meeting Room #7, Town Hall

Committee Members Present: Erika Brown, Tom Kehoe, Cherrie Lamphear, Miriam McAvoy, Kerry McKenna, Chris Thomas, Joe Sabella, Mike Storella, Sue Thorne, Beth Welin,

Also Present: Sonja Nathan, Trudy Reid

- I. Welcome, State Ethics Test Reminder
- II. Guests at Meeting
 - a. Kerry McKenna, Cape Ann Chamber of Commerce, offered her help, would love to enhance the Festival by the Sea next year in honor of the 375th Celebration, if possible. Will provide a table at Festival by the Sea to sell 375th merchandise. Also, can promote our events throughout the year through the Cape Ann Chamber's channels: Constant Contact, the Cape Ann Guide (will do a feature article, list activities in Calendar of Events, reprint MBTS painting or photograph). Website, newsletter, etc. Will access a "Birthday Cake" float for parade.
 - b. Mike Storella, Manchester Essex Rotary, Red, White & Blue Breakfast could be tied into 375th Celebration. Offered to create calendar as fundraiser.
 - c. Trudy Reid, co-Chaired Wenham's 375th Celebration and shared tips from her experience:
 1. Takes a lot of hands to run an event of this scope. The more the merrier!
 2. They delegated a Chief/point person for larger scale events.
 3. In November prior to their 375th year they held a Cocktail/Silent Auction fundraiser
 4. Sent out a town survey to residents to determine what type of events they wanted. The feedback helped narrow down the offerings to one a month.
 5. Piggybacked on long standing, annual events.
 6. Posted constant updates on Facebook.

7. Helpful to use local vendors for merchandise. Sold t-shirts, baseball caps, sweatshirts, tote bags, notepads. Rolled out products one at a time to keep people interested.
8. Logo contest with elementary school students. Professional created logo for letterhead, other items. Felt they would have sold more merchandise if used a professional logo on majority of items. Note pads didn't sell as well. Heavy duty canvas tote bags a huge seller.
9. Created "then and now" note cards featuring 12 different photos of the town. Blank inside.
10. Library hosted book talks. AP students interviewed seniors created an oral history, presented program at library.
11. To maintain interest during the 375th year, committee members wrote articles with a historical focus that appeared in local newspaper.
12. Cemetery walks conducted by Wenham Museum.
13. Event at Gordon College
14. Parade/Community day-highlight of the year. Community Day was limited to town vendors, focus was on organizations in area. Water tank with Town Administrator. Beer tent, food trucks, people walking around in period costumes, oldest seniors were parade marshalls, State Police Mounted Police, Local reps/Governor invited.
15. Capped off year's festivities with a Mock Town Meeting featured people in period costume. Created a warrant keeping with the time frame.
16. All events free except for auction. Didn't charge food vendors at Community Day.
17. Price point for events well thought out. Goal was to be inclusive.
18. Invited townspeople from sister town in England.
19. DPW/Fire helped set up chairs at events.
20. Published a commemorative booklet with leftover monies.

III. Fundraising/Community Partner Update

- a. MBTS Quilt Puzzle-consensus was to order 100 puzzles at \$94.00 each. Will have the opportunity to reorder if demand is there. Museum and Rotary offered to sell them. Festival by the Sea offered a table for committee to sell them.
- b. Mike Storella- volunteered to oversee calendar. He will speak to Dave Slade as Cricket produced them in the past. Dates of note and 375th Events will be included. Art featured in calendar could ultimately be auctioned off at gala.
- c. Hooper Fund scheduled to meet on April 25 to discuss how to support 375th Celebration.
- d. Requests to use Chowder House must be made by October
- e. Manchester Yacht Club interested in doing something

IV. 375th Logo

1. Erika will meet with Carolyn Epp, MEHS Graphic Design teacher to discuss process/timing. Final logo will be ready by June 1, 2019.

- V. Brainstorming Activities for 375th
 - a. Christmas Tree Bonfire/Hot Cocoa
 - b. June 18th Birthday party
 - c. Film Festival at library/high school
 - d. Manchester Reads- books with town ties
 - e. Initial Town Meeting/Historical Reenactment of First Parish Church
 - f. Historical Lecture Series at Manchester Historical Museum
 - g. Event at Shardsmouth
 - h. Auction-Essex County Club
 - i. Festival by the Sea-added elements for 375th year
 - j. Boat parade/Lighted boat parade
 - k. Concert Series
 - l. Kids events/Family day
 - m. July 4th Parade/July 3rd Fireworks
 - n. Program book/Commemorative Newspaper
 - o. Manchester Paddle by the Sea
 - p. Visiting Military vessels
 - q. Fishing Tournament
 - r. Quick Draw-artists have 2 hours to create a painting
 - s. Sponsor a H.S. jazz band concert as part of the Parks & Rec Summer Series- close to June 18
 - t. High Tea event (s)
 - u. Gala event-Clambake at beach
 - v. Nature walk
 - w. Taste of Manchester

PLEASE SELECT YOUR TOP 5 ACTIVITIES FROM THE ABOVE LIST FOR THE MEETING ON WEDNESDAY, MARCH 20th

UPCOMING MEETINGS:

WEDNESDAY, MARCH 20 @ 1:30pm, MEETING ROOM #5, TOWN HALL

TUESDAY, APRIL 9 @ 6pm, MEETING ROOM #5, TOWN HALL