

Manchester 375th Committee

Minutes-April 30, 2019

Meeting Room #5, Town Hall

Committee Members Present: Jim Brown, Tom Kehoe, Cherrie Lamphear, Susan Parker, Elaine Persons, Marion Powers, Joe Sabella, Mike Storella, Chris Thomas and Sue Thorne

Also Present: Cheryl Marshall, Sonja Nathan

- I. Meeting Called to Order at 1:34pm
- II. Approval of 4/9/19 meeting minutes
- III. Fund Raising Report
 - a. Puzzles – Sue Thorne brought in an assembled puzzle. Discussion centered on types of payment accepted for puzzles and whether credit cards can be taken. Cheryl and Tom will talk with Andrea regarding payment options. Puzzles will be sold at Town Hall (ongoing), the Manchester Historical Museum’s Annual Meeting on June 4, the Red White and Blue Breakfast on June 27 and Festival By the Sea (Cherrie Lamphear offered to staff the table and bring a pop-up tent, Tom will bring tables/chairs). Jim Brown will approach 4 Beach to see if they will sell them.
 - b. 375th Calendar -Mike Storella solicited the Women’s Club and the Manchester Club for donations to underwrite the cost of printing. He is working with David Slade on a flyer to promote the calendar. The committee unanimously decided not to include a raffle to the calendar. A document outlining sponsorship levels will be created and sent out before the next meeting.
 - c. Logo –Timetable –Erika Brown kicked off the event logo development in Caroline Epp’s class at MERHS this week. Also, this week Beth Welin made a presentation to the class entitled “Manchester 101”providing the students with historical background on the town. The logo design will be finalized in early to mid-June culminating in a presentation to the committee by the students. Erika will work with Ms. Epp on a date/time frame for the presentation.
- IV. Amended 375th Proposed Events Schedule
 - a. Updates to Proposed Events

1. January - Christmas Tree Bonfire- Boy Scouts/Girl Scouts are onboard for the Christmas Tree Bonfire. Boy Scouts committed to making a donation to the event. Tom will approach Utopia Farms for a donation. Co-Chairs: Tom Kehoe, Chris Thomas
 2. February - Family Event featuring crafting stations/refreshments/possibly Valentine's Day theme-details to be confirmed. Co-chairs: Cherri Lamphear, Karen Snider, Cindy MacDougall, Sandy Kirby and Sue Kwedor
 3. March 7- Gala/Auction at Essex County Club – Featuring Dinner, Music, Silent Auction. Ticket price is TBD and will cover cost of the meal. Chair: Sue Thorne
 4. April – Film Festival Chair: Carol Bender
 5. May – High Tea at Sharksmouth Sue Parker will order/pick up food, Elaine Persons will help set up/break down, Seaside Garden Club is looking into making a donation. No charge to attend. **New news- Sharksmouth has generously offered to donate use of their facility at no cost.**
 6. June – 6/18 Town Birthday Party, 6/27 Red, White and Blue Breakfast- Rotary will add some special elements to make this event different than in “non-Anniversary” years
 7. July – 7/3 Fireworks, 7/4 Parade
 8. August – 8/1 Festival by the Sea
 9. July/August – Water Activity/Boat Parade TBA
 10. September – Family Youth Day - Hooper Fund will either donate or underwrite cost of event
 11. October – Nature Walk/Historic Sites – MECT – Mike Dyer
 12. November – History of 1st Meeting House
 13. December – Sip and Stroll/Taste of Manchester
- b. Proclamation for June 18th – Joe Sabella passed out copy of the Resolution from State Senator Bruce Tarr's Office. He asked everyone to review the content and to email him with any feedback/suggestions. It was suggested Brad Hill be approached for a proclamation from the House of Representatives. A decision will be made later as to when proclamation (s) will be presented.
 - c. Info out at P & R Summer Concert in 2019 –To generate excitement and interest, Ice cream (or some other refreshment) and the list of 375th Activities will be handed out to attendees at a Parks & Rec concert this summer. Cheryl will get back to the committee with a date.
- V. Social Media Team for 375th – In order to reach the maximum amount of people with information of the yearlong Celebration we need to utilize media outlets like the Cricket, websites and social media platforms: Facebook, Instagram, Twitter. Looking for a small team

of people to handle the social media piece. Sonja reached out to Miriam McAvoy who agreed to help with this effort. Jeff Delaney's name was also discussed.

VI. Donations

- a. Levels of Giving –There will be two different Sponsorship packages- one that is calendar specific and the other for general donations taking great care to make sure people aren't approached to give to both.
- b. Mike envisions three sponsorship levels for the Calendar: \$1,000, \$750 & \$500; \$250 would entitle the donor's name to be listed on one of the months, \$150 would entitle the donor to have their business card appear on the back page. Mike will create a list of sponsorship opportunities with input from David Slade.

VII. Manchester Hymn

- a. The committee would like to try and incorporate the town Hymn. Possibly recruiting the high school chorus to perform.

VIII. Additional Committee Position (s)

- a. Sue Thorne offered to assist Tom as he has some family commitments that require more of his time.
- b. The discussion regarding recruiting more volunteers will be continued at the next meeting. **Recruit additional people for the committee!!**

IX. Topics not known to chair 48 hours prior to meeting

- a. Panoramic photo – Joe has a call in to Barry Kaplan, the photographer who will be taking the photo. Dave Hersey has offered to cover the cost (\$450) of the photo. Joe has been in touch with Martha Wood, whose property on Beach Street overlooks Masconomo Park. He is discussing with her the possibility of taking the photo on her property. He will provide an update at the next meeting.
- b. Coast Guard Cutter-Joe spoke with the Coast Guard regarding using their 47 ft. Cutter as a backdrop.
- c. Polo shirts-a suggestion was made to purchase polo shirts with the 375th logo on them. The shirts will serve as an identifier at events, as well as, a thank you to the volunteers. This will be brought up at the next meeting for further discussion.
- d. Photographer-a suggestion was made to spend surplus monies on a photographer (s) to take photos of the 375th activities. The photos could be used on social media, promotional materials, etc.

X. Adjournment-meeting adjourned at 3:07pm.

Upcoming meeting schedule-Wednesday, May 22, 2019 at 6pm, Room #7

Tuesday, June 11 – Time/location TBA