

Manchester 375th Committee

Minutes-May 22, 2019

Meeting Room #7, Town Hall

Committee Members Present: Erika Brown, Peter Colarusso, Marianne Coons, Tom Kehoe, Katherine Keith, Miriam McAvoy, Eileen Morsett, Elaine Persons, Marion Powers, Joe Sabella, Dot Sieradski, Mike Storella, Chris Thomas, Sue Thorne and Beth Welin

Also Present: Cheryl Marshall, Sonja Nathan

- I. Meeting Called to Order at 6:04pm
- II. Approval of 4/30/19 meeting minutes
- III. Meeting with Town Accountant/Treasurer-Collector/Town Clerk
 - a. Discussion centered on how the process for taking in money in for calendars, puzzles and events. As a town we can accept payment in the form of a donation. We are able to take cash, check and, through the town's City Hall Systems account, can accept credit cards for a fee of 2.95% of the total amount of each transaction. A Swipe that attaches to a lap top with Velcro will enable us to take charge transactions at any location that has WIFI.
- IV. Fund Raising
 - A. Puzzles-Puzzles will be sold on June 4 at the Museum's Annual Meeting (Sue Thorne and Miriam McAvoy volunteered to sell the puzzles), at the Red White & Blue Breakfast on June 29 (Erika Brown and Cheryl Marshall will be on hand to sell the puzzles) and in a tent close to the Chamber of Commerce's tent at the Festival by the Sea on August 3 (Tom Kehoe 10am-2pm, Sue Thorne all day, Peter Colarusso 2pm-closing and Erika Brown 2-4pm).
 - B. Calendars- Mike needs to speak with David Slade to discuss the production time frame and further flesh out the sponsorship levels. The calendars will include important academic dates, civic events and 375th activities. The Rotary has committed to a \$1,000 donation.
 - C. A request was made to create a sheet listing the 375th activities with sponsorship levels once Mike gets specifics nailed down. The sheet will be updated periodically as sponsorships are scooped up.

- D. Sponsor Update-Standley's Garage (\$450); Utopia Farms (\$500) and Boy Scout Troop 3 (\$500) have committed to sponsoring the Bonfire; Seaside Garden Club (\$100) Tea at Sharksmouth. Miriam offered to approach the Mother's Group for a donation to the Tea. Mike will approach People's Bank. Sue Thorne will contact the Friends of the COA; Dot will talk to Sara regarding a donation from the Friends of the Library.
 - E. Logo-Erika researched logos from other communities that have hosted similar municipal milestone celebrations. She drew up a Creative Brief for the graphic design students including the town's background, the logo design's objectives and primary message and qualities to be communicated. Students will be designing a logo to use potentially on the following items: t-shirt, hat, poster, landing page website and banner. Erika will make sure the 375th Committee will have rights of ownership for the logo's final version. Ultimately the logo will have one logo concept in different variations (orientation, color, etc.). The students will make a presentation to the 375th Committee at MERHS on Wednesday, June 12 @ 10am in Room B231.
- V. Report on Activities working on
- a. Sharksmouth update- Marianne Coons, Property Manager. The concept is to offer a sit down high tea with catered food and possibly, light music. Stone House can seat 150 people. Tim Hopkins Catering has expressed interest in helping with event. Marianne will speak with Tim to clarify his role. The goal is to secure sponsors to cover event costs so that attendees can attend for free. Sharksmouth can supply white garden chairs. We would need to rent tables and linens. Marianne will contact Taylor Rental Company to explore their interest in becoming involved. Museum has almost 100 sets of Blue Willow tableware. Marianne has vintage glassware that can be used. Tea will be held on either May 20 or 21 in the afternoon depending on which day the Garden Club is interested in holding their event. Local organizations will be approached to find 10-12 volunteers to help serve.
 - b. Info out at P & R Concert Series – Summer 2019 – Cheryl will come up with a date that the Committee can hand out ice cream and promote 375th activities.
- VI. Social Media Team for 375th
- A. Miriam McAvoy has agreed to help with social media efforts. She outlined that Facebook is best for promoting the 375th events while Instagram is ideal for creating excitement by posting videos/photos. An email dedicated to the Committee's communications has been created, as will a 375th Committee page (on Boards/Committees launch page) on the town website. Peter Colarusso enlisted his son to offer technical expertise. Erika Brown suggested we look into recruiting students from MERHS and college students from the area to provide further assistance.
- VII. 375th Committee Polo Shirts/Tee Shirts/Hats
- a. As soon as the logo is ready and the colors have been selected Cheryl Marshall will be able to get quotes for promotional items.
- VIII. Additional Committee Positions/Members
- a. Sue Thorne has volunteered to serve as Co-Chair

- b. Please email Sue, Tom or Sonja if you have name (s) of potential volunteers for a particular event/capacity.
- IX. Topics not known to the chair 48 hours prior to the meeting
- a. Committee reviewed the wording for the Resolution. It was suggested the following be added: "Furniture makers were predominant in town's history." The Committee will revisit the Resolution again before finalizing the wording.
 - b. Panoramic Photo-Joe is meeting with the photographer, Barry Kaplan, at Masconomo. They will view the perch from Martha Wood's house to determine if it will work for the panoramic photo.
 - c. Bonfire – alternative locations were discussed as Winthrop Field isn't an option and Tuck's Point isn't ideal due to limited parking. Singing Beach is the desired location but some snafus need to be addressed if the site is to become a viable option. Tom is going to talk to Anthony Simboli/Marci Plant regarding the MAC as a potential site.
 - d. 4th of July parade 2019-the idea of a 375th Float/Committee members wearing 375th tee shirts in this year's parade was discussed.
 - e. 375th Birthday Party – Beth Welin proposed having the party by the creek at the back of Masconomo Park featuring decorated luminaries and lights with Parks & Rec sponsoring an arts & craft table for kids to decorate. Picnics, gigantic birthday cake, High School Jazz band performance.
- X. Adjournment-meeting adjourned at 8:12pm.

Upcoming meeting schedule:

Wednesday, June 12, Room B231, MERHS @ 10am

Tuesday, June 18, Room #5, Town Hall @1pm

