

Manchester 375<sup>th</sup> Committee

Minutes-June 18, 2019

Room #5, Town Hall

Committee Members Present: Erika Brown, Peter Colarusso, Sara Collins, Carley Cooke, Muffin Driscoll, Tom Kehoe, Sue Parker, Elaine Persons, Joe Sabella, Mike Storella, Chris Thomas, Sue Thorne and Beth Welin

Also Present: Cheryl Marshall, Sonja Nathan, Alice Gardner

- I. Meeting Called to Order at 1:02pm
- II. Approval of 6/12/19 meeting minutes
- III. Logo Decision Meeting/Decision
  - a. The Committee's feedback from the last meeting (6/12) was incorporated into the design created by Isabelle Lundstrom, a freshman at MERHS. It was noted that the design was versatile and would work well with a variety of color combinations. A motion was made to add 1645-2020 therefore encircling the design. Lundstrom's design was made the official logo of the 375<sup>th</sup> Celebration.
- IV. Commemorative Coin/Challenge Token
  - a. Manufacturers need our artwork before providing a quote for the Challenge Coin. Ordering 300 would allow us to meet the breakeven cost (approximately \$4 per unit) **with mold charge**. 1 ½ "am the ideal size. The Tokens are more of a marketing initiative. The units are packaged in a plastic sleeve providing an opportunity for sponsors to display their logo. Production takes 7-10 days. A potential design is to have the Town seal (color) on one side and the 375<sup>th</sup> logo on the other side. The Committee will seek permission from the Board of Selectmen to use the Town Seal on the Challenge Coin.
- V. Development of List for Companies/Organizations for Sponsorship/Donations
  - a. The Committee was asked to create lists of prospective sponsors by category i.e., (Organizations, Landscapers, Downtown Businesses, Banks, Real Estate and Waterfront) and include the name of the person making the contact. See Attachment.
  - b. Mike will create a sponsorship opportunity sheet for the calendar that can be modified for other sponsorships.
- VI. Updates on Activities/Promotion/Sales
  - a. July 9 Concert in the Park, Chris Thomas, Sue Thorne, Cheryl Marshall, Tom Kehoe and Peter Colarusso offered to distribute a handout with events listed and slush (Sue Thorne made arrangements for the purchase of slush from Bruce Warren)

- b. 12-15 puzzles have been sold with no advertising. Based on sales at the Red, White and Blue breakfast the Committee will revisit how many additional puzzles to order next month. The Cricket will be promoting the puzzles in an upcoming issue.
  - c. Peter Colarusso suggested we sent out a Survey Monkey to residents asking for ideas for Town Youth Day. It could also provide recruitment possibilities from respondents.
  - d. Sharksmouth Tea scheduled for May 21, 2020.
  - e. Tom is working with the MAC on using their back parking lot as a potential location for the Bonfire. He is meeting with the MAC's GM, Chuck Dam (DPW) and Al Beardsley (Fire) the week of 6/24 to discuss further. MAC may be willing to be an event sponsor.
  - f. The Library is sponsoring a program in February 2020 called A Trunk Full of Tales featuring Elisa Pearmain. The program is intergenerational and involves participants bringing something from home, coming up with a story and presenting the stories of their families.
  - g. Ads will be sold for the Calendar in July through mid-August. The goal is to produce 1,000 calendars by Labor Day. Volunteers are needed to help with design, 3-4 ppl needed to help with selling ads and distribution channels. Beth volunteered to work on Photo Selection Day with Mike.
  - h. Tom will talk to Erika regarding Paul Clark taking pictures of the 375<sup>th</sup> activities.
- VII. Topics not known to Chair 48 hours prior to the meeting
- a. Alice Gardner, the author of a children's book on St. Peter's Fiesta in commemoration of the event's 90<sup>th</sup> Anniversary, spoke about a children's Alphabet book she is currently that will come out in the Fall/launched next year featuring the town of Manchester-by-the-Sea's 4<sup>th</sup> of July celebration. She expressed her interest in working with the Committee on this project. The Committee expressed interest as it would be a great tie in to the 375<sup>th</sup> Celebration.

**UPCOMING MEETING SCHEDULE-PLEASE PUT IN YOUR SCHEDULES FOR MAXIMUM ATTENDANCE AT 375TH CELEBRATION MEETINGS:**

**Wednesday, July 10, Room #5, Town Hall @6pm**

**Thursday, July 25, Room #5, Town Hall @ 1pm**