

Manchester 375th Committee

Minutes-July 10, 2019

Room #5, Town Hall

Committee Members Present: Jim Brown, Peter Colarusso, Carley Cooke, Cherrie Lamphear, Sue Parker, Elaine Persons, Mike Storella, Chris Thomas, Sue Thorne and Beth Welin

Also Present: Cheryl Marshall, Sonja Nathan, Kate Dainton

- I. Meeting Called to Order at 6:02pm
- II. Approval of 6/18/19 meeting minutes
- III. 375th Celebration Committee Report of BOS
 - a. Sue and Tom will be appearing before the Board of Selectmen at the July 22nd meeting to request approval for a ceremonial Bonfire. Isabelle Lundstrom, the creator of the 375th logo, and her parents will be on hand. Isabelle will officially present the logo to the Board of Selectmen.
- IV. Reports on Committee Actions
 - a. Commemorative Coin –Chris needs the logo in order to get price quotes
 - b. Puzzle Sales – Approximately 20-25 have been sold through efforts at the Library, Museum, Red/White/Blue Breakfast and the Town Hall. 50 more puzzles have been ordered to have on hand at the Festival by the Sea and the holidays.
 - c. Music in Masconomo Concert 7/9/19 – Peter Storella, Chris Thomas, Miriam McAvoy, Tom Kehoe and Sue Thorne helped dish out 4 buckets of Richie’s Slush and handouts of the 375th Celebration events.
 - d. Erika Brown/Manchester Cricket- Committee members,If you are in charge of an activity please contact Erika Brown re: the coverage of your event.
 - e. Logo – A story featuring the logo design process will run in the July 19 issue of the Cricket.
 - f. Purchase of Decals/Stickers for Donors – Cheryl will look into pricing for a sticker to put on bags, a window cling and car magnet. Peter will look into the details(price, vendor) of the sticker used by the Chamber of Commerce.
- V. Activity Reports for January to June
 - a. Christmas Tree Bonfire – January 12, 2020 – Tom, Sue, Fire Chief Beardsley spoke with MAC management about hosting the bonfire in the health club’s parking lot. The location received an enthusiastic response from the MAC. The Town is allowed one ceremonial bonfire a year (which is different than a bonfire). The method of collecting

trees was discussed: the DPW is talking to Black Earth about picking up the trees from resident's homes on designated days. In addition to having a trailer set up at the Transfer Station for resident drop off. Utopia Farms, Boy Scouts, MAC are all on board to serve as sponsors.

- b. Family Fun Day- February 9, 2020 – The FFD will have a Valentine's Day theme and will include family activities. The American Legion is offering the hall at no cost. Salem Five Bank is on board as a sponsor.
 - c. Gala Event at Essex Country Club – March 7, 2020- A subcommittee will be meeting next week to discuss event specifics – price, plans for evening
 - d. High Tea at Sharksmouth Estate – May 21, 2020 – Beth and Sue Parker did a walk through at Sharksmouth. If the weather cooperates, the event will be held outside. Sharksmouth has tables, chairs and linens. We would rent any extras needed. Nancy Hammond has consented to providing COA vans to transport attendees to event. Marianne Coons spoke with Tim Hopkins. He is willing to offer us a deal. A sub-committee is needed to help make decisions re: food, entertainment, recruit volunteers and other event logistics. Friends of COA on board to serve as event sponsor. Elaine will ask Seaside Garden Club for volunteers to help serve. Sonja, Carley and Kate Dainton offered to help the day of the event.
 - e. Town Birthday Party – June 18, 2020 – An event Chair needs to be identified. Cheryl suggested moving the inaugural concert of the season from a Tuesday to a Thursday so it coincides with the Town Birthday Party. Also, taking the Panoramic photo of the townspeople at the Town Birthday Party might facilitate drawing a bigger crowd and eliminate the need to create another event to get people to the photo shoot three days later. Decide on this by vote of the committee at the next meeting?
- VI. Fund Raising – List of Companies/Organizations to Contact
- a. Calendar – passed out a sheet with sponsorship opportunities. Three months have already been sold-Manchester Public Library (April), Jim Brown (May) and Women's Club (September). Calendar design committee will meet at Museum. Calendar will include special dates of note, civic events and a page with town information. The Design Committee will decide what dates warrant being included. Jim Brown and Mike Storella are working separately on soliciting calendar sponsorships.
 - b. Sponsorship for events – Peter, Sonja and Cheryl will craft a sheet with a list of event sponsorship opportunities with price points and including what donors will receive in return for their contribution. The draft will be run by the 375th Committee for feedback at July 25th meeting.
 - c. Cheryl and Peter Co-Chairs of Family/Youth Activity Day passed out sheet listing event details. Kate Dainton will provide a list of contacts for Food Trucks vendors amenable to paying a fee to participate.
 - d. A press release listing sponsorship opportunities should be drafted to reach potential donors not yet approached. Miriam will utilize social media (Instagram, Facebook, Twitter) for further reach.
- VII. Topics not known to Chair 48 hours prior to the meeting

- a. Please add to November 2020 event (Meeting House presentation) to 7/25 agenda. Actors, writers and costumers need to be solicited.

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

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

Thursday, August 8, Room #5, Town Hall @ 6pm

