

Manchester 375<sup>th</sup> Committee

Minutes-August 8, 2019

Room #5, Town Hall

Committee Members Present: Erica Brown, Peter Colarusso, Kate Dainton, Muffin Driscoll, Tom Kehoe, Miriam McAvoy, Mike Storella, Sue Parker, Sue Thorne, Beth Welin

Also Present: Cheryl Marshall, Sonja Nathan

Guests: Sandy Rogers

Meeting Called to Order at 6:03pm

- I. Meeting opened – New volunteers/members introduced and welcomed
- II. Approval of 7/25/19 meeting minutes
- III. 375<sup>th</sup> Celebration Committee Reports/Activities
  - a. Festival by the Sea -16 puzzles were sold
  - b. Interview with 1623 Studios- Tom was interviewed
  - c. Banner for 375<sup>th</sup> Activities – Cheryl had one created to use at all community events
- IV. Fundraising Activities
  - a. Town Quilt Puzzles – 75 puzzles have been sold. As Liberty Puzzles has a tight production window and won't be printing puzzles after mid-August, Sue will order 75 more puzzles this week. One idea presented was to market the puzzles to real estate agencies for inclusion in welcome baskets to new homeowners.
  - b. Event Sponsorship Opportunities-A sheet with sponsorship opportunities was distributed and discussed. The goal is to avoid the double ask to potential sponsors, not limit the “ask” to businesses and also approach families. It's important we make sure to target potential sponsors at the appropriate levels. All sponsors will have their name on the banner. The sub-committee consisting of Cheryl, Peter and Sonja will meet with Erika to discuss how we can work together promoting the 375<sup>th</sup> activities including weekly/monthly sponsored advertising that highlights aspects of the 375<sup>th</sup> . Further discussion needed regarding sponsorship levels (should highest level start at \$2,500 or \$1,500) and exclusivity. A mailing to the community soliciting donations is targeted to go out after Labor Day.
  - c. Calendar – The budget is \$6,750 which will cover the printing cost. All 12 month sponsorships have been sold @\$250 each. A page of business cards have been sold at

\$125 each with the possibility of adding a second page. The Calendar Design sub-committee will meet on August 14 at 2pm at the Manchester Museum to select photos. The calendar will be sold at 4Beach, Town Hall and potentially other outlets. Also proposed was to attend civic committee meetings and market to their membership: the Rotary, Manchester Club and the Women's Club.

- V. Old Business from 7/10/19 and 7/25/19 Meetings
  - a. Update on ECC Gala March 7, 2020
    - i. The Sub-Committee consisting of Cherrie, Carley, Kate, Joe Sabella, Hope & Lisa Watt-Bucci, Susan Beckman and Pam Morss will meet on August 15 at 4pm. Pleasant Street Music has expressed an interest in donating something to the Gala.
  - b. Update on Town Birthday Party June 18, 2020
    - i. Tom will speak with the School Superintendent regarding the students singing the town hymn.
    - ii. A suggestion was made to encourage/invite all people who were born on June 18 to attend the Town Birthday Party.
  - c. Update on Family Fun Day – September 12, 2020
    - i. Peter has recruited four food trucks to participate at the cost of \$100 each.
    - ii. Cheryl will make arrangements for the group activities including portable bathrooms, police detail (2 police) and the DPW.
    - iii. Two bands will be performing (2-4pm and 4-6pm)
  - d. History of First Meeting House – November 15, 2020
    - i. Event will take place from 2-3pm.
    - ii. Looking for a playwright to take story and make into a theatrical production and actors. Sue will approach Wendy Sullivan, the Summer Stage.
    - iii. Miriam will post on social media.
  - e. Stickers/Decals
    - i. Cheryl obtained quote from vendor: 3" clear circle 1000 units @ \$465. 4" white circle 1000 units @\$670. The decal could accompany a thank you note to donors.
- VI. Topics not known to Chair 48 hours prior to the meeting
  - a. Tom was invited to speak to the Elder Brethren on behalf of the 375<sup>th</sup> Committee's plans/activities Saturday, September, 7<sup>th</sup>.
  - b. Sandy Rogers will talk to Manchester Essex Conservation Trust regarding the Nature Walk to historic sites in October.
  - c. Beth offered to volunteer on the Sip & Stroll Committee. Maybe Sip & Stroll will serve as grand finale?
  - d. Erika spoke with 1623 Studios. They proposed the idea of projecting a slide show of images from the 375<sup>th</sup> Celebration onto the 1<sup>st</sup> Parish Church.

VII. Meeting adjourned at 7:33pm.

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

**Thursday, August 22, Room #5, Town Hall @ 5pm**

**Tuesday, September 10, Room #5 Town Hall @ 5pm**