

ASHBURNHAM 250 COMMITTEE
THURSDAY, OCTOBER 25, 2012
7:00 P.M. STEVENS MEMORIAL LIBRARY

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Minutes

TOWN CLERK'S OFFICE
ASHBURNHAM, MA 01430

I. Call to Order: 7:05pm

II. Roll Call

- a. *Members in Attendance:* Steve Coswell, George Cornwall, Bettyna Donelson, Barbara Divito, Susie Brennan, Bob Fichtel, Patty Johnson, Katelyn Spurr, Lincoln Stiles

III. Read and Approval of Last Meeting's Minutes

a. *Treasurer's Report*

- i. Motion was made to approve minutes, motion carried.

b. *Secretary's Report*

- i. Motion was made to approve minutes, motion carried.

IV. Old Business.

a. *Review draft letter to be sent to Town boards & committees*

- i. Letter was reviewed by the committee: the letter went out to town groups to set up a meeting to ask for their support and inquire about how they would like to be involved in the celebration. The intention of the meeting is to collaborate with the Town Boards and Committees, hopefully to encourage them to become more involved in the 250th.
- ii. The committee then discussed the importance of the history of the town and how it is important for the committee to incorporate that into the monthly programs and activities – and to encourage other boards or committees planning events to incorporate town history in their events.
- iii. The letter was mailed to the following Town Boards and Committees:
1. The Agricultural Commission
 2. Council on Aging
 3. The Conservative Commission
 4. The Cultural Council
 5. Parks and Recreation
 6. The Rail Trail
 7. Cushing Academy
 8. The Lions Club
- iv. This meeting will be held on January 17th, 2013 at 7pm.

- v. The committee wants to approach managers of previously standing events (i.e. Brian's Gift Road Race) about coordinating those events with the 250th Anniversary program.
 - vi. The committee would like to put together a packet of information to give to the attendees at the January meeting, and also plans to send a postcard reminder invitation closer to the date of the meeting.
- b. *Discussion related to "School Boy" statue to be included as fundraising item.*
- Price point.*
- i. Packaging: Flat, white corrugated with tissue on top and bottom of the statue, and the statue will be sleeved in plastic wrap. The committee discussed the idea of putting the 250th logo on the box as a sticker.
 - ii. Base of the statue says:
 - 1. Front: "School Boy of 1850"
 - 2. Back: "Ashburnham, MA"
 - 3. The committee discussed having the base of the statue state the year of the 250th celebration. The manufacturer can make the base of the statue larger to fit the committee's needs for the design.
 - iii. Statue is made of plaster and will have a bronze glaze. A full colored option is available from the manufacturer as well.
 - iv. The committee discussed how many statues they would be ordering, and the general consensus is that the statues will be more valuable if they are made in a limited quantity so they can be sold as limited editions. Statues will also be produced in the USA if a limited quantity is purchased from the manufacturer.
 - v. In order to move forward with this fundraiser, a commitment needed to be made on whether or not the committee would be moving forward with this project. A motion was made to commit to this project, and the motion carried.
 - vi. George Cornwall stated that Greg Barry, the Art Director at Oakmont Regional High School, will be hosting a program about the 100th Anniversary of the School Boy in 2013 – which the committee discussed as a great platform to start sales for the statues that will be produced.
 - vii. Bob Fichtel will be contacting the manufacturer to inquire about samples. The manufacturer will need around \$350.00 to create a mold and then create samples for the committee.

- c. *Confirm events as discussed at 10/16/12 STM.*
 - i. Steve Coswell wanted the record to show that at the STM, it was stated that the committee would be planning and executing a historical expo, despite the committee not previously taking ownership or discussing the planning of this type of event.
 - ii. The committee will be responsible for four events: Gala, Time Capsule Opening, Parade/Fireworks, and Barn Dance.
 - iii. The committee will be putting forth their best efforts to ensure that all events that take place are as close as possible to their intended purpose.

V. New business.

- a. *Set next 6 month's goals to be achieved.*
 - i. Committees creating programs
 - ii. Statue and Banner created and ready for display
 - iii. George Cornwall wants to coordinate a cannon firing calendar that will appear in the 250th Calendar/Program
 - iv. Brainstorm for a fundraising event:
 - 1. Proposals for the upcoming Downtown Day
 - a. Road Race? 5K?
 - b. Pet Parade?
 - c. Bike and Carriage Parade?
 - d. Ice Cream Social?
 - 2. Ideas will be discussed at the February Meeting
- b. *Discuss banner and brackets for 250th fundraiser. Purchase prototype for display at Downtown Day 2013?*
 - i. There are 50 poles available for banners
 - ii. The committee discussed charging a "Premium" price for more prime advertising locations, and a "Standard" price for the remaining poles.
 - iii. Pricing Structure was discussed as the following:
 - 1. Premium: \$350.00 (includes everything – 30'x60' double-sided printing, brackets, etc.)
 - 2. Standard: \$250.00 (includes everything – 30'x60' double-sided printing, brackets, etc.)
 - iv. After the advertising period is over, the banners will be given to the sponsors, and the brackets will be kept/purchased by the town or the lighting department.

- v. The committee discussed putting together a packet of information to send to potential businesses/sponsors that might be interested in purchasing a banner.
 - vi. Goal is for banners to be displayed by 2014 -- at least 6 months prior to 2015.
 - vii. The committee requested that a swatch sample be provided for the next meeting so that the material can be decided upon.
 - viii. Patty Johnson will be contacting the vendor to inquire about pricing on brackets -- as they need to not damage the poles.
 - ix. A road-width banner will also be explored to put up in town leading up to the celebration year
 - 1. This banner could potentially have interchangeable panels to display the various events that will be happening throughout the year.
- c. *Open discussion with Cushing Academy to update them as to our plans and indicate our hopes for their participation.*
- i. The purpose of setting up this meeting is to have an open discussion with the Cushing Academy Headmaster about the committee's plans for the celebration, as well as inquiring about Cushing's involvement with the celebration
 - ii. The meeting will provide insight for the committee as to how they will move forward in reaching out to the Cushing Academy Board of Trustees
 - iii. Committee members were asked to bring in talking point suggestions for this meeting at the Committee's next meeting (Thursday, November 15, 2012)
- d. *Consider inviting anniversary committee members from other towns to discuss with them the pitfalls and successes of their celebrations.*
- i. Committee is looking forward to speaking with members from other town committees at the next meeting (Thursday, November 15, 2012)

VI. Calendar / Adjournment

- a. *Meeting adjourned: 8:26 PM*