

**REVISED**

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STAFFORD, CT

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*Wendy Friedman*  
TOWN CLERK

300<sup>th</sup> Year Anniversary Committee  
Special Meeting  
Stafford Community Center, Arts & Crafts Room  
3 Buckley Highway, Stafford Springs, CT

Thursday, January 25, 2018  
6:30pm

1. Special meeting called to order at 6:30pm. In attendance: Donna Wright, Lori Gianantoni, Jean Beckley, Paul Burns, Rick Hartenstein, Terry Armelin and Amber Wakley. Absent: Allyson Diana and Lisa Baxter
2. Paul Burns made a motion to accept the meeting minutes from 1/11/18 special meeting. Lori Gianantoni seconded the motion. Members unanimously agreed to accept the 1/11/18 minutes.
3. The committee proceeded to appoint the following positions:
  - a. Secretary: Rick made motion to appoint Amber Wakley, Lori Gianantoni seconded motion; motioned passed by all members
  - b. Treasurer: Amber Wakley made motion to appoint co-chairs Lori Gianantoni and Lisa Baxter, Jean Beckley seconded motion; motioned passed by all members
4. 300<sup>th</sup> Anniversary logo and theme concepts
  - a. To build enthusiasm, awareness and participation, the committee will be launching a 300<sup>th</sup> Year Anniversary logo contest that will invite past or present Stafford residents to submit original artwork in consideration for the 2019 logo. Since the last meeting, Amber Wakley created design parameters (design requirements, submission guidelines and formatting information) and brought content for committee's review. Originally, the submission deadline was May 1, but after discussions about creating the website, sponsorship packets, memorabilia and printed materials, the submission cutoff has been moved forward to April 1, allowing more time for creation.
  - b. The logo contest will be advertised on the to-be-made website, social media and press releases. Additionally, the committee will extend the information to Stafford schools, art organizations and local groups.
  - c. To help generate ideas and align logo to the mission of the 300<sup>th</sup> Anniversary, the committee will create a tagline/concept relevant to Stafford's identity. This will serve as a foundation for the tri-centennial activities throughout 2019 and help guide graphic concepts. Community members will be encouraged to showcase their creativity in the logo contest, but requirements will include "1719-2019," the town's name and "300."
  - d. The committee believes the 300<sup>th</sup> year observance is a way to honor the past, but also the opportunity to build the future. The group is currently creating a tagline and mission statement that will inspire this sentiment. The mission statement is centered on the idea: anniversary is an opportunity to discover our shared cultural heritage, commemorate our storied history, recognize our progress, and collaborate on a bright future. Key concept for tagline: Honoring the past, celebrating the present and inspiring the future.
5. The committee proceeded to discuss a list of subcommittees that need to form to develop strategies, plan events and coordinate observances. Additionally, subcommittees will help build and engage the community by aligning volunteers to a particulate effort. A preliminary list was created and members volunteered to chair subcommittees (additional subcommittees can/will be added as needed). Current subcommittees include:
  - a. Historical Committee: Paul Burns
  - b. First Night Event: Rick Hartenstein
  - c. Beautification: Terry Armelin & Donna Wright
  - d. 300<sup>th</sup> Year Parade – Amber Wakley & Lori Gianantoni

Paul Burns made a motion to accept appointments, Lori Gianantoni seconded; motioned passed by all members. Subcommittee chairs will begin to recruit volunteers and establish goals for oversight area.

Additional discussion was had about how committees will work in tandem on items like fundraising, sponsorship, historical and communication and content.

6. The 300<sup>th</sup> Year Anniversary will require it's own URL and social media pages to community events, promote supporters and share relatable information. Amber Wakley brought a list of website building platforms; the committee went on to discuss different features, applications needed (like a webstore), and pricing. After discussion, it was determined the wix.com platform offered the best pricing plan, fullest features, and flexibility.
  - a. 3 Years wix.com eCommerce Subscription (3 Years, includes 55% discount): \$14.00 x 36 months = \$504
  - b. GoDaddy *stafford300.com* domain registration fee (3 Years): \$42.51
  - c. Amber Wakley offered to build the website and create social media pages
  - d. Rick Hartenstein made motion to approve expenditure and move forward with establishing web-based functions, Lori Gianantoni seconded motion; motioned passed by all members. Expenditure details will be submitted to the First Selectman's office for approval.
7. To better establish events and communicate history, it was decided that specific landmark dates should be confirmed. For example, incorporation/established dates for: key buildings, mill & manufacturing facilities, Hyde Park, boroughs and villages, train station, major events (like natural occurrences), and when groups/organizations were established. The idea is to coincide important dates to particular events and cross-promote with 300 year activities. For example, Staffordville Fire Department #1 will be celebrating 85 years in 2019. Additional ideas to recognize historical milestones: Linear timeline of Stafford history, depicting historical photographs side-by-side to modern photographs; historical landmark scavenger hunt; kid and teen-centric events to interest in younger generations; recount agricultural history; buildings/structures relative to growth; investigate mineral springs and industrial/manufacturing history. Now that the Historical Subcommittee has been established, Paul Burns will connect directly with Historical Society to move forward.
8. To create a year-long celebration, the committee would like to hold at least one event/function each month. Various activities are designed to expand participation and support 300th Year Anniversary mission. Members went through the calendar year, denoting an observance for each month.

Preliminary ideas include:

- a. JANUARY: First Night with ice skating, bonfire and other forms of community-centric entertainment.
- b. FEBRUARY: Gala Fundraiser, ticketed event with dinner/dancing/music/raffles/etc.
- c. MARCH: Town-wide pancake breakfast
- d. APRIL: Town cleanup/beautification event
- e. MAY: Memorial Day/Veterans of Stafford observance
- f. JUNE: Kid-centric event or 5K
- g. JULY: Carnival
- h. AUGUST: Farm to Table Event
- i. SEPTEMBER: Historical "Museum Month" with Stafford exhibit/art show
- j. OCTOBER: Parade & town-wide picnic
- k. NOVEMBER: Time capsule event
- l. DECEMBER: Culminate year with "closing ceremony" at First Night event

The committee also discussed having a present at other, established Town events like the Farmers' Market, Blues Fest, Apple Fest, etc. Additionally, the 300<sup>th</sup> Year Anniversary Committee seeks to collaborate with as many Torn organizations, civic groups and commissions as possible to achieve events. For example, partnering with local Veterans groups to recognize those who have served.

9. Each meeting includes an open discussion format where committee and any attending residents can brainstorm new ideas. Paul Burns brought a number of commemorative items from the 275<sup>th</sup> Anniversary, including coins

and keychains. The committee plans to pursue similar items, using a portion of the proceeds to serve as a fundraiser. A suggestion was made that selling commemorative items would be a great opportunity to collaborate with another group, sharing both costs and proceeds. Ornaments, apparel, plates/mugs and books were among the commemorative merchandise mentioned.

Terry Armelin brought information Verdin Post Clocks, which would serve a lasting gift to the Stafford Community from the 2019 celebrations and anniversary. Installation of the cast bronzed 2 or 4-faced pole clock would serve as a legacy, but enhance Stafford's streetscape and enrich community for generations to come. Terry has already spoken with manufacturer and the committee would like to pursue this idea, learning additional financial installation details.

The committee decided to meet once again in two weeks, on February 8, 2018. Since the Arts & Crafts Room at the Community Center is tight on space, the committee is looking for a larger space that would better accommodate public attendance.

Adjournment 8:23pm – Rick Hartenstein made motion to adjourn, seconded by Debbie Wright. Motion to adjourn passed by all committee members.

Respectfully submitted,

A handwritten signature in cursive script that reads "Amber E. Wakley". The signature is written in black ink and is positioned to the right of the typed name.

Amber Wakley