

Town of Stafford
300th Year Anniversary Committee
Meeting Minutes
Warren Memorial Town Hall | Veterans Meeting Room
Special Meeting
Thursday, February 22, 2018 | 6:30 PM

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Board Members Present: Terry Armelin, Jean Beckley, Rick Hartenstein, Amber Wakley, Donna Wright
Board Members Absent: Lori Gianantoni, Allyson Diana, Lisa Baxter, Paul Burns
Also Present: Amy Hartenstein, Neil Hoss and Blake Hatch

1. Call meeting to order and establish a Quorum.

Chair Amber Wakley called the meeting to order at 6:36 PM. A quorum was established. All stood for the Pledge of Allegiance.

2. Review special meeting minutes from February 8, 2018

Rick Hartenstein made a motion to accept the meeting minutes from 11/8/18 special meeting. Donna Wright seconded motion, minutes unanimously approved by all members.

3. 300-year logo contest updates

Logo design contest submission rules and requirements have been finalized, including approval from the Selectman's Office. Added to design parameters: Use of the Stafford Town Seal is prohibited (restricted for use under the authority of Section 7-101 of the Connecticut General Statutes).

The Committee went on to discuss how the winner will be announced, slated for April 13, 2018, in conjunction with Arts on Main. In addition to a gallery style "art show" of submitted designs, the evening will serve as a soft kick-off to the 300th Anniversary. By this time the committee would like to have event/celebrations/observances confirmed, in order to encourage sponsors, volunteers, and overall public involvement. Literature/marketing materials surrounding the 300th will be created and disseminated for this event.

Stafford300CT.com creation is almost completed; projected launch date is the week of February 25. Logo Design Contest expected to launch on March 1 with a submission deadline of April 1.

4. Fundraising Initiatives

Prior to identifying and cultivating sponsors, a fundraising goal needs to be established. Target will be based on the total cost of legacy projects and the Verdin Post Clock, the hopeful "gift" to the Town of Safford from the 300th Year Committee to honor the 2019 milestone. To have a better understanding of costs, design options and installation requirements, Terry Armelin – who has served as a point of contact with The Verdin Company – will invite a company representative to the meeting on March 8, 2018.

The committee went onto set sponsorship levels, creating opportunities for businesses/donors of all capacities:

- \$20,300
- \$10,300
- \$5,300
- \$2019
- \$1,719
- \$300

From here, the committee will organize unique and valuable sponsorship benefits that will optimize marketing opportunities for participating businesses. Members will brainstorm ideas prior to the next

300-Year meeting and collectively [begin to] create sponsorship levels for the tricentennial. The goal is to produce materials prior to the logo unveiling on April 13. Additionally, the committee needs to confirm banking options to receive donations and sponsorship funds; will confer with Lori Gianantoni to determine the best course of action to receive payments.

5. Community Outreach and Coordination

In an effort to truly create a “town-wide celebration” the 300-Year Committee would like to include Town’s civic groups, nonprofits, boards, agencies, and schools. We encourage each group to propose events/ activities that will showcase the Stafford community in 2019. Involvement could include partner events, the sale of commemorative items tied to the anniversary and collaboration activities. Doing so will not only better memorialize Stafford’s 300-Anniversary, but expand resources, volunteerism and prevent redundancy of offerings.

Donna Wright has volunteered to construct an introduction letter to groups/organizations and Amber Wakley will help organize a contact spreadsheet of Town boards/commissions/groups. Each will be prepared for the 3/8/18 meeting.

In conjunction with the Stafford Citizens Advisory Commission, a questionnaire has been created so residents can offer their suggestions to the 300-Year Committee; submission boxes have been placed at Middle Ground Café and the Stafford Public Library. An electronic submission form will also be created for staffordct300.com

6. Open conversation for new concepts, events, observances, and activities.

- The committee discussed the parade and post-event celebrations. The hope is to have the parade conclude at the Speedway with a subsequent community-wide event to follow. We discussed having a “country fair” versus carnival, or incorporation of the two. As a way to commemorate our “early days,” the event could feature homemade food, local products, exhibit tents with projects/homegrown produce/quilts/artwork etc., historical tent, live entertainment, and/or agriculture-based activities. Rick Hartenstein will confer with the Speedway to determine best dates (hoping for September 21 & 22, 2019) and the probability of such an event.
- Amber Wakley spoke with a resident who is a member of a Revolutionary War Reenactment Brigade. The resident has expressed a strong desire to offer a reenactment event sometime during 2019. The committee discussed incorporating this within “history month.”
- Additional fundraising ideas: create throws, home/mill tours, and unique keepsake/commemorative items. Members will research possible commemorative items (mugs, hats, plates, etc.) prior to the next meeting.

7. Adjournment

Amber Wakley made the motion to adjourn, seconded by Terry Armelin. Motion to adjourn passed by all committee members.

Respectfully submitted,



Amber Wakley