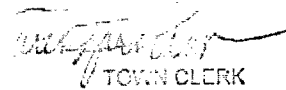


Town of Stafford
300th Year Anniversary Committee
Meeting Minutes
Warren Memorial Town Hall | Veterans Meeting Room
Special Meeting
Thursday, March 8, 2018 | 6:30 PM

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TOWN CLERK

MINUTES

Board Members Present: Terry Armelin, Paul Burns, Rick Hartenstein, Amber Wakley, Donna Wright, Jean Beckley
Board Members Absent: Lori Gianantoni, Allyson Diana, Lisa Baxter
Also Present: Dave Bartlett, Amy Hartenstein, Blake Hatch, Roger Ingraham, Bob Bourque, Lynn Fontaine, Jennifer Worthington, Terry Jakobsen and Barbara Breshnahan

1. Chair Amber Wakley called the meeting to order at 6:32 PM. Quorum was established. All stood for the Pledge of Allegiance.
2. Rick Hartenstein made a motion to accept the meeting minutes from 2/22/18 special meeting, Jean Beckley seconded motion, minutes unanimously approved by all members.
3. **Presentation from Verdin Company representative** – cancelled due to weather and expected to make presentation at the next meeting on 3/22/18.

4. **300-Year Memorabilia**

The committee would like to offer items and keepsakes for sale through the duration of the 300-year anniversary. Items could be sold at official events and online, but the goal is to also collaborate with other groups and organizations to realize the greatest impact. Members were tasked with developing some concepts since the last meeting, ideas discussed included:

- | | | | |
|--|----------------------------|-----------------|---------------------|
| • Wooden nickel | • Clothing apparel | • Custom Town | • Building Replicas |
| • Pewter ornaments | • Car decals | • Throw Blanket | • Etched water |
| • Snow globe Charles P. Holt Memorial Fountain | • Commemorative wooden box | • Magnets | and/or wine glasses |

Collaborative project discussions included:

- Images of America Book – Historical Society – a photographic book of side-by-side images of early and present-day Stafford.
- 2019 Calendar – Lions Club – annual calendar will depict historical photographs of Stafford and could include 2019 tercentennial events (for example, Future Night would be denoted on December 31). The Lions Clubs would also like to include town facts and historical information thought would be included on monthly pages.
- Create 300-year flags that residents and businesses can display throughout 2019.

5. **Sponsorship**

The committee is formulating a fundraising goal, based on pricing of the four-face post clock and additional projects that will serve as a betterment/beautification of Stafford. Amber Wakley passed out a rough draft sponsor packet that outlines benefits for sponsorship amounts ranging from \$300-\$20,300. Each were created for maximum marketing benefit to sponsoring company, but also feasibility items for the committee to fulfill. Members can review packet before the next meeting, offering additional items and editing those presented. The goal is to have sponsorship information available at the “Logo Reveal” event on April 13.

6. Outreach

Donna Wright has been spearheading a communications project that will initiate contact with civic groups, organizations, businesses, non-profits, churches, etc. The goal is to invite each to become involved with the 300-year celebration, accept suggestions and become partners in an activity or event. Recipients of the correspondence are invited to contact committee members directly, return a printed submission form, or to submit ideas online at staffordct300.com. The committee is extremely cognizant of the wonderful community offerings already available within Stafford and do not want to replicate events and/or schedule activities that would conflict with any of these groups. We look forward to not only working together as a committee, but town-wide with as many participants as possible.

7. Commemorative Program

Jean Beckley has brought printed options that will serve as a commemorative program/promotional piece in 2019. The committee is exploring selections for a direct mail insert, with additional copies for in-town distribution/pick-up. Content will include schedule of events, various ad sizes (for sale and with space designated for contributing sponsors), Stafford-specific editorials and special features. Jean will acquire pricing for both glossy and newsprint options, two runs in January and September 2019.

*The committee will also need to receive two additional quotes from other companies. A final decision for a print vendor will be made by majority vote.

8. Events & Open Discussion

Rick Hartenstein has served as a liaison between the committee and Stafford Motor Speedway. Wanting to end the 300-year anniversary parade at the Speedway, he has confirmed the [only] available date on the weekend of September 21-22. Enthusiastic to be involved, he further shared their discussions/ideas of recreating horse cart races and other activities. Additionally, Stafford Motor Speedway has expressed an interest in hosting the 300-year gala, with a proposed date in February. The committee will begin to pursue both options.

With hopes of confirming dates for observances each month in 2019, we brainstormed different ideas to fill in the gaps.

Proposed events and activities include:

(confirmed functions are denoted as such, all others are ideas and considerations):

December/January 2019	First night <i>(confirmed)</i>
February	300-Year Gala
March	Pancake Breakfast <i>(confirmed)</i> - discussions took place to whether the breakfast should take place across a number of venues (fire departments, churches, etc.) or at one single location, like at the Community Center.
April	Town wide cleanup/beautification day <i>(confirmed)</i>
May	-Memorial Day Parade (partner with music program at school) -May Day Weekend
June	-Sidewalk chalk art event for kids -Walk and Paw Event -Trails Day with Connecticut Forest & Parks -Field Day/Sport-centric event

July	-Carnival -Ice Cream Social -Fireworks
August	-Event at Staffordville Lake, perhaps in conjunction with Lions Club Moonlight Paddle. Could have town picnic and/or chicken BBQ during the day.
September	300-Year Anniversary Parade (<i>confirmed</i>)
October	Historical Month (<i>confirmed</i>)
November	Time Capsule (<i>confirmed</i>)
December	Future night (<i>confirmed</i>)

Other event ideas, not corresponding with a particular month, include:

- Agricultural parade on Stafford Street, would be a homage to early Stafford with horse and buggy entrants, animals, drum and fife, and/or other symbols recognizing the efforts of our early settlers.
- Fishing Derby in collaboration with Conservation Commission or Fish and Game Club
- Home Tours of historical properties, designate day and have participating residents open homes for people to experience.
- Old time baseball or football game
- Revolutionary War Reenactment – discussions have been made about this offering, but need to move forward with planning specific date and locations.

Additional items:

- To reach a broad audience, the committee should focus not just on promotion through web and newspaper, but also in-town communications. For example, printed posters around town, schools, within church bulletins, communications at Woodland Springs (and similar facilities), and with the Senior/Community Center. The goal is to make all residents aware of the 300th Anniversary and cover as many platforms/mediums as possible.
- Put a large calendar in Town Hall where residents/groups are invited to denote events they have planned throughout 2019. The visual display will provide an accessible space where people can share their activities, but also prevent overlapping of offerings.

The March 8 meeting was a great exchange of ideas, with new participants from local businesses, civic organizations, and residents. At 8:13 PM Rick Hartenstein moved to adjourn, seconded by Paul Burns and unanimously approved by all members.

Respectfully submitted,



Amber Wakley