


Meeting Minutes
Special Meeting
300th Year Anniversary
Thursday, March 22, 2018 | 6:30PM
Warren Memorial Town Hall | 2nd Floor Auditorium

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STAFFORD, CT

2018 APR -2 P 2: 20


TOWN CLERK

In attendance: Donna Wright, Jean Beckley, Paul Burns, Rick Hartenstein, Terry Armelin and Amber Wakley
Absent: Absent: Allyson Diana, Lisa Baxter, Lori Gianantoni
Also in attendance: Amy Hartenstein, Blake Hatch, Kitty Schooley, Albert D'Amico and Mary Mitta

- 1) **Establish quorum and call meeting to order.** Quorum was established and chair, Amber Wakley called the meeting to order at 6:33 PM.
- 2) **Review special meeting minutes from March 8, 2018** Paul Burns made a motion to accept the meeting minutes from 3/8/18 special meeting, Jean Beckley seconded the motion, and minutes unanimously approved by all members.
- 3) **Post clock presentation from Verdin Company representative**
Jeff Lewis - Eastern Manager of the Verdin Company based in Cincinnati – joined the meeting to share details, features and options for obtaining a post clock, the intended gift that will memorialize the 300-year anniversary. The clocks range in price, from roughly \$10,000 to \$25,000 depending on number of faces, height, add-on options, etc.

Details: professional-grade clock movements, shatterproof clock dials, moonglow backlighting, weatherproof, 10-20 ft. post, 2 or 4-face clocks with dials ranging from 24" – 42." Installation and service is completed by certified technicians, a complete maintenance program is included with all products.

The committee needs to determine a location for the clock in order to properly select a model that fits within the desired location (the group will physically walk downtown to better visualize options). To help offset the cost of the clock, a donor recognition program will be put in place, which includes miniature clock replicas, recognition plaques and naming opportunities. The committee will also have to deliberate on foundation, wiring and insurance, and add-on features like pavers, benches, planters, and other decorative elements.
- 4) **Sponsorship**
To effectively solicit sponsorships - which will contribute to legacy gifts, town enhancement projects and the offerings of events – the committee set a \$50,000 fundraising goal. An Anniversary Sponsorship packet is currently being completed, which will be available at the logo reveal event on 4/13. Levels range from \$300 - \$20,300.
- 5) **Event Updates**
The conversation continued about the pancake breakfast (March 2019) and it's physical host location. The event will need to be held at a space with an approved kitchen with the North Central Health district. Selections include the Speedway and Community Center, but the committee will obtain a list of approved kitchens within Stafford to make determination. It was also suggested the event could be a collaboration opportunity with the Agriculture Commission.

6) Subcommittee Structure

a. Outline Responsibilities With anticipation of new subcommittees, guides for conducting meetings (obtained by the Clerk's Office) were distributed to members.

b. Subcommittee Oversight Areas

- Pancake Breakfast: Rick
- Historic: Paul
- Parade: Amber
- Post Parade Event: Paul & Amber
- Beautification: Donna & Terry
- Commemorative Clock: Terry
- First/Future Night: Rick
- Time Capsule: TBA
- Recruitment: TBA
- Sponsorship: TBA

c. Recruitment

Subcommittees will begin recruiting and organizing meetings to move activities/events forward and make the 300 Year Committee meetings more productive. Subcommittees will be posted through social media, staffordct300.com and email communication sent to all boards/commissions/civic groups. Additionally, opportunities will be advertised at the Logo Reveal party on 4/13.

7) Commemorative program/printed publication.

The committee continues to explore options for a commemorative program/printed publication in 2019. Several options have been presented to the committee, a decision should be confirmed in early spring in order to incorporate advertising benefits within the 300-year sponsorship packet.

Save the date card *at the beginning of January, send out to Stafford residents.*

- 25000 qty. \$1600
- Direct mail piece, extras will go into businesses
- Details
- Quote presented by Jean Beckley, in conjunction with Hartford Courant

Newsprint publication, 32 pages

- 15,000 copies for \$12,000 – direct mail with access of distribution
- Will offer breakdown on advertising
- Get direct mail quote
- Newspaper/tab
- Sell Quote presented by Jean Beckley, in conjunction with Hartford Courant

Wicked Good News

- Direct mail to all residents, PO Box with 300 extra copies for town vault or to put into time capsule.
- No cost to the committee
- At least half the book would be for the committee to utilize and half would be the 20, No limit to page count
- Information presented by Amy Hartenstein

8) Open conversation for new concepts, events, observances and activities.


- Al D'Amico suggested the committee partner with civic groups and local organizations to maximize reach and offerings.

- Kitty Schooley requested the committee start thinking about the calendar collaboration with the Lion's Club. Details include: identifying the placement of 300 year logo, event dates, and facts/trivia about the Town of Stafford. These elements will be included in the 2019 calendar, an annual fundraising initiative.
- Kitty Schooley suggested collaborating with the Conservation Commission and CT Forest & Parks to celebrate Trail Day, an annual event in June.
- Additional event ideas: Vintage Baseball Game, education collaboration with the schools, designation signs to denote each area/township of Stafford, horseshoe tournaments at organizations with pits, classic car show and incorporation national observances into celebration (for example Women's History Month).

9) Adjournment

Rick Hartenstein made a motion to adjourn the meeting, seconded by Paul Burns, all in favor. The March 22, 2018, meeting of the 300th Year Anniversary Committee was adjourned at 8:22pm.

Respectfully submitted,


Amber Wakley