

MEETING MINUTES
300th Year Anniversary Committee
Special Meeting
Warren Memorial Town Hall
Veteran's Meeting Room

Wednesday, October 10, 2018
6:30pm

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TOWN CLERK

In Attendance: Terry Armelin, Donna Wright Rick Hartenstein, Blake Hatch, Jean Beckley, Amber Wakley, Paul Burns, Amy Hartenstein

- 1. Establish Quorum and call meeting to order** Quorum was established and chair, Amber Wakley, called the meeting to order at 6:35 PM.
- 2. Review special meeting minutes from September 26, 2018** Blake Hatch made a correction to the "clock project" description, noting that the plaque was quote to accommodate up to 2,500 letters. Paul Burns made a motion to accept the meeting minutes from 9/26/18 special meeting, Jean Beckley seconded the motion, and minutes were unanimously approved by all members.

3. Subcommittee Updates

First Night

Candice Murdock joined the meeting as a representative of the Middle School Parents Association. Candice is hoping to grow the current association to support in-school programming, teachers and classroom needs the budget is unable to support. She's been in communication with downtown businesses, attempting to organize a restaurant night where a percentage of proceeds would be donated to the teacher's association. She had several ideas for events and contacted Amber, sharing the desire to organize an ice sculpting event, something the 300 Committee is already in the process of pursuing. Both thought it could be a great opportunity to collaborate, broadening reach for both parties.

Wanting to attract families to the event, Candice and the committee brainstormed ideas for activities, including:

- Make your own snowflakes with New Year wishes written on each, they could be hung in businesses around town throughout the month of January, providing an attractive display in an otherwise barren, post-holiday month.
- Have kids make ornaments – both in advance (at the library or at WinterFest, for example) and during First Night. Ornaments would contain children's hopes and wishes, and would be for purchase at the event. Proceeds would benefit the parent's association. Could also be an opportunity to partner with the Arts Commission.
- Painting lanterns that would hang on light strings
- Food vendors and trucks
- Contact Sturbridge Village about mulled cider demonstrations
- Sleigh rides
- Outdoor movie
- Community Christmas tree burn
- Face cut-outs for photo ops

Candice and the committee will remain in touch to further discuss activities, fundraising initiatives and follow up about the participation of businesses.

(First Night continued)

Since the last meeting, First Night Subcommittee Chair, Rick Hartenstein, has reached out to numerous ice sculptors throughout New England. He was able to secure a 5-hour show from New Hampshire-based company, Ice Breakers, for \$2,600. The design would include a local landmark/point of interest as well as “300” incorporated within the sculpture.

The committee had an in-depth conversation about the pricing, discussing whether the monetary investment is something we should move forward with. There was concerns about the cost, both for the number of events the committee is offering and with the absence of current sponsorship. In contrast, we also discussed the desire to offer an enticing attraction that would encourage attendance.

Paul Burns made a motion to book Ice Breakers Ice Sculpting Artists for \$2,600 on December 31, 2018 during First Night. Rick Hartenstein seconded the motion and further discussion ensued concerning the investment. Terry Armelin, Blake Hatch, Jean Beckley and Amber Wakley were in favor, Donna Wright opposed.

History

- History Tour – the committee talked about making the tour more interactive with an interactive app (possible partnership with school for coding), selfie-stops and a scavenger hunt. Additionally, Paul is meeting with Dave Bartlet next week to discuss the tour itinerary.
- Paul offered an updated version of the 3D challenge coin, some suggestions were made for a final proof: clock face needs to be changed to black, correct colors within the background, make eagle the same color as the fountain and include “Stafford” at the top of the clock.

Clock

- Terry requested Blake take over clock logistics and planning.
- The group discussed possible companies to donate services to construct the “clock park.”
- Amber will complete the clock sponsor form.
- To receive donations, the committee will advertise via press releases to local media, town and anniversary website, social media, Sage Page, flyers, and any means of free advertising.
- While we need to follow up on patio pricing and gain other quotes, for now, the committee has decided to focus on fundraising, then turn attention to specifics of landscaping.

Gala

Amy has made a lot of planning progress, reporting on details regarding the gala:

- The banquet facility at Stafford Motor Speedway can accommodate 160 people. Tickets will be sold for \$65 per person and with a \$100 VIP option (the 40 VIP tickets would include a pre-cocktail party, prime seating, raffle tickets, etc.).
- Various games are planned to take place during the event, with ideas that include a wine pull raffle, “heads or tails” game, and prize drawings.
- Amy also shared the anticipated budget and details about logistics, entertainment, decorations, and the event-day timeline.

4. MEETING ADJOURNMENT

Paul Burns made a motion to adjourn the meeting, seconded by Rick Hartenstein, all in favor. The October 10, 2018, meeting of the 300th Year Anniversary Committee was adjourned at 8:59pm.

Respectfully submitted,



Amber Wakley