

RECEIVED  
STAFFORD, CT

2019 MAR -4 P 12:48

2 pages

  
TOWN CLERK

**Special Meeting Minutes**  
**Veteran's Room**  
300<sup>th</sup> Year Anniversary Committee  
Wednesday, February 27, 2019, 6pm

In attendance: Brenda Simons, Jean Beckley, Deb Maryyanek, Amy Hartenstein, Amber Wakely, Carrie Cichocki, Blake Hatch, Rick Hartenstein, Jean Beckley, Terry Armelin, Paul Burns, Donna Wright, Carol Arnold, and Pat Slattery

1. **Establish quorum and call meeting to order:** Quorum was established and chair, Amber Wakely called the meeting to order at 6:04pm
2. **Review special meeting minutes-** Paul made motion to accept the meeting minutes from February 20<sup>th</sup> and Blake Hatch seconded the motion; unanimously approved by all members
3. **Marketing Strategies:** Promotion, Advertising, and Public Relations:

Amber Wakely stated that events are posted on Stafford CT.org, 300<sup>th</sup> website, and is working on press release in local newspapers. Jean suggested putting a couple banners- West Stafford School & town hall, as well as email distribution (town-wide). Rick is looking into size of banners on town hall. Amber stated she is also working with the Senior Center for distribution. American Legion has posted breakfast & gala on their board. Amy Hartenstein stated the breakfast & gala have been advertised in *Wicked Good News*. Amy stated that about 6,500 postcards with a historical photo might be needed for a mass mailing. Jean said she will check with the post office for cost- possibly and cost of postage for a postcard. Rick will reach out to Stafford Housing Authority about advertising. Amber will be sending an email distribution for the schools. Brenda Simons volunteered to look into advertising in local church bulletins. Amber will check with high school for digital sign advertising. Brenda will reach out to WFSB for community events for breakfast. Amber has short write up for electronic postings such as Patch.com and other websites. Deb Maryyanek will be asking UConn radio host to announce on his show. Amber mentioned getting lawn signs once the weather breaks.

**4. Subcommittee Updates-**

**a. Sponsorship-**\$65,000 total raised in sponsorships, Amber working with 3-M on a donation to the Historical Society and the 300<sup>th</sup> will receive the remainder. 3-M may want to be a part of October event.

**b. Community-wide breakfast-** Rick Hartenstein will check with Avery Park & Woodland Spring regarding scheduling a bus to bring guests to the breakfast. Amber has sent out 140 tickets in hopes of being sold. Estimated headcount needed 1 week before- with be discussed a next week's meeting. Setup will be on Friday, 3/8/19 from sometime between the hours of 8am-4pm. Amber will purchase table cloths and follow up with the table setup. Day of: volunteers needed for pancakes, tickets, cleanup, serving, selling raffles drawing at the end which will include up to 10 giftcards, gala ticket raffle, & historic photos of Stafford. Tickets for sale at town hall, ESP Pottery, and Artful Annie's. Amber is putting together a slideshow of sponsor logos, upcoming events, & historical photos. More details to be discussed during next meeting.

**c. 300 Year Gala:** Amy Hartenstein stated that there will be 66 high school students involved with helping the gala and suggested a 300<sup>th</sup> giving coin & card as a thank you. Amy also stated that less than \$9k spent and goal is to make \$17,000 after the event.

She is going to see if a couple racecar drivers are available to have cars parked for observation, photographers to take photos during the event, waiting on Swiss cleaners for embroidery, some of American Woolen's donated runners are done; volunteers needed the weekend before, & day before setup including setting tables, etc. She also discusses other logistics regarding planning and setup leading up to the event. Amy discussed decorations including silk flowers on columns near the entry way. A coat room is not available, but it was discussed to build or borrow a moveable rack. Rick will check with from Stafford Cleaner's about this possibility, hangers and maybe ticket numbers for coats. Thirty-five tickets have been sold so far.

**d. Beautification / Community-Wide Cleanup-** Donna mentioned that Foster Farm will give \$10 return on planters they sell that match Garden's Club's planters.

Terri Armelin stated that TTM is interested in cleanup on Colburn Road and Upper Road. Amber stated that other groups are interested in having potential 'teams' involved. Aubuchon offered to provide supplies including gloves, etc. Terry said pass to the dump would be helpful for everyone involved. One idea was to request a special colored bag only for that weekend. Rick will check on this. Amber will follow up with Aubuchon about supply donations including a possibility of bags. It was mentioned that a lot of other events around town that weekend which will create lots of traffic around town.

#### **5. Open Discussion-**

a. Clock- Blake Hatch said that the vendor is talking about the discontinuation of production of miniature working clocks after April 1<sup>st</sup>. The engraving cost is not yet determined. There are currently 30 sponsors of \$500+. Target date for clock to be ready by mid-March and will be stored in town. Amber mentioned Willington Nameplate might be able to do engraving. Rick made motion to purchase 100 for \$8,500 (additional clocks could be sold) and Paul seconded the motion- all in favor.

b. Blake also suggested making a small contribution to Peter's Corps- \$300, Paul second- all in favor.

c. Monday 3/11/19- Ambe will hold a subcommittee parade meeting at 6pm. Some ideas to discuss are who should be the Grand Marshall- or potentially having 3 separate marshalls for 300 years. Amber had an idea to have a town crier to announce the start of the parade. Amber discussed logistics such as a red sauce competition, vintage car show, community corner, and fireworks following the parade.

d. The Historical Society working on oral history of Stafford. The Library is collecting written stories of Stafford's history.

**6. Set next meeting date-** Wednesday, March 6, 2019, 6pm-7pm

**7. Adjournment-** adjournment at Rick Hartenstein motion at 7:37 pm- Paul Burns seconded, all in favor

Regards,



Carrie Cichocki