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TOWN CLERK

MEETING MINUTES

300th Year Anniversary Committee

Special Meeting

Veteran's Meeting Room

Monday, April 15, 2019

6:00pm

Present: Terry Armelin, Jean Beckley, Rick Hartenstein, Amber Wakley, Donna Wright, Paul Burns, Blake Hatch, Brenda Simons, Amy Hartenstein, Pat Slattery, Ann Rosi, Kathy Geryk,

1. ESTABLISH QUORUM AND CALL MEETING TO ORDER. Quorum was established and chair, Amber Wakley, called the meeting to order at 6:04 p.m.

2. REVIEW SPECIAL MEETING MINUTES FROM MARCH 13, 2019 Paul Burns made a motion to accept the minutes from 3/13/19 special meeting, Blake Hatch seconded the motion, and minutes were unanimously approved by all members.

3. BUDGET REVIEW

Amber provided committee members with an expenditure report, listing expenses and income of the 300 Year Anniversary thus far. Additionally, Amber will confer with the town treasurer to confirm/compare presented line items. An extensive report, committee members were urged to bring the document home for evaluation.

4. TRICENTENNIAL GALA SUMMARY REPORT

The Tricentennial Gala, held on March 30, was a great success - both as a fundraiser and meaningful 300-year event. Tickets sales for the near-sold out event totaled over \$10,000 and an additional \$6,190 was raised that evening. All funds raised will be designated toward 300-year activities, such as free events or town improvement projects.

Additionally, the committee discussed dispersal and sale of the remaining table runners (each denoted with a 300-year logo and American Woolen Patch). There are several left from the event, and will be sold for \$100, which matches the silent auction bid price at the Gala. Amy also brought the guest book, suggesting that it travel to each 300-year event to record the remaining functions; pictures can also be included within the pages.

5. BEAUTIFICATION COMMITTEE

a. Stafford Community-wide Cleanup, preparations and organization.

The committee discussed logistics for the April 27 event. On the website, volunteers can register to clean up a street, to which a map has been made indicating which areas of town are slated for cleanup. To best prepare, the committee will be ordering safety vests for anyone wishing to participate. After some research, Terry found several options, but focused on vests for under \$2. If there are vests leftover, they can be utilized at the 300-year parade.

Blake Hatch made a motion to purchase 100 vests for the Stafford Community-wide Cleanup event. Brenda Simons seconded the motion and all were in favor.

The committee then discussed how cleanup bags would be designated/identified for free disposal, since donated bags are regular contractor bags. To identify bags the committee will utilize a tag or distinguishing/brightly colored tape.

Kathy Geryk - from the RE/MAX Geryk Team - was also in attendance. She has offered to purchase ice cream from Ice Cream Deport for those participating. Once participants turn in collected refuse, they will be given a voucher redeemable for ice cream that day. RE/MAX agents will also be present to help with event day logistics. Lastly, a sign up sheet was passed around, so members could sign up for a two-hour time slot.

b. Beautification contest

No specific contest updates, but Terry and Donna reported that Foster Hill Farm has the plant material onsite for the 300-year planters. A specific arrangement to reflect the 300th, the planters will be cared for on Main Street by the Garden Club and residents will have the option to purchase the same baskets from Foster Hill Farm.

6. Legacy Clock Project

To date, the Legacy Clock Project has received \$16,000 in donations. While the committee will be taking donations throughout the year, we discussed unveiling the clock during nice weather and in conjunction with an existing function/event. The committee selected July 20 to reveal the clock, which will coincide with the Historic Trolley Tour, which departs from the Historical Society. The installation will take approximately 2-3 hours and Blake reminded that we will need to select desired chimes/music prior to installation.

7. MARKETING

a. Direct Mail Piece

Jean Beckley has completed research for the direct mail piece, a promotional piece that will be mailed to each Stafford address, which will assist in the information sharing of 300-year activities. She received 3 different quotes, with one significantly less than the other. She will be reconfirming price and products, but in an effort to move forward, a motion was made to approve purchasing for the most economical option.

Paul Burns made a motion to move forward with a vendor offering the most reasonable quote. Rick Hartenstein seconded the motion and all were in favor.

b. Banners and light pole display

The committee discussed different options for downtown banner display, including the large 13.5' Tall 4' wide town hall banner. Additionally, the committee needs to confirm the hardware needed for the downtown poles.

Amber suggested the committee consider pursuing lawn sign advertisement to help spread the word about 300-year events.

Paul Burns made a motion to purchase 10 lawn signs, Blake Hatch seconded the motion and all were in favor.

8. MEMORABILIA AND COMMEMORATIVE 300-YEAR PRODUCTS

The committee discussed items for consideration – from outdoor home flags to reusable bags. Further research needs to be completed and specific items need to be presented. Amber mentioned stock of the commemorative coin is quickly getting low and that an additional order should be placed. Donna presented a writing journal that was sent to her from a former vendor. The item is under \$2 and allows from customization on the cover. Donna and Amber will work with the company to learn customization options.

9. OPEN DISCUSSION

Jamie Furness and Paul Burns are working on signs that will denote historic sites in Stafford. The intention is to place one within each historic village, referencing origins and prominent historical information. Paul has received approximate costs, but will confer with Rossi Bros. for a specific quote.

Paul says he's continued progress on Trolley Tour logistics. He's currently organizing a list of historic homes and point-of-interest. He will be crafting a letter to property owners, asking if signs can be placed in their lawns denoting originating homes. Once the letter is completed, he will send to Amber for proofing/printing/mailing.

Amy reminded the committee that the Memorial Day Parade is on the horizon and adjustments need to be completed on the 300-year float (which will also be utilized at the September parade and during WinterFest). Additionally, purchased items could also be used for other projects/events.

Paul Burns made a motion to allow up to \$400 in expenses to update the float. Rick Hartenstein seconded the motion and all were in favor.

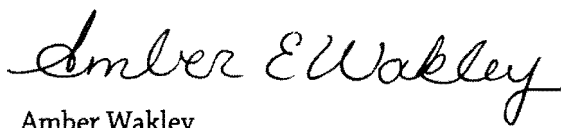
10. SET NEXT MEETING DATE

The 300 Year Anniversary Committee meeting is scheduled for Monday, April 22, 2019.

11. Adjournment

At 8:04 p.m., Paul Burns made a motion to adjourn, seconded by Rick Hartenstein. All in favor.

Respectfully submitted,



Amber Wakley