

## Northfield 350<sup>th</sup> Anniversary Committee

May 13, 2021 Trinitarian meeting room

### Minutes

**Present:** Stacy Bond, Sue Ross, Alex Meisner, Pat Shearer, Steve Stoia, Martha Morse, Bill McGee, Lindsay McCarthy, Mary King. **Not present:** Joan Stoia, Rhoda Yucavitch. **Guest:** Tony Amato Sr. **Volunteer:** David Smith

**Call to Order** at 6:32 p.m. by Bond.

**Guest** Tony Amato Sr. coordinates the very successful Plow Days in Northfield, at Llewellyn Farm. He is willing to work with the 350<sup>th</sup> committee for a spring event in 2023, and Bill Llewellyn has given tentative approval. The third weekend in April will be good, past events have included 65 tractors including horse-drawn ones, and 4-H sells food and makes money from it. Amato needs two months' notice, and it's an all-volunteer effort requiring no budget. He also assured us that he could provide tractors for the parade too.

**New volunteer:** David Smith is a teacher of history at Turners Falls High School and a member of First Parish. He is interested in town and church history and will serve on subcommittees. Welcome Dave!

**Treasurer's Report:** McCarthy reported

- 350<sup>th</sup> request for another \$5000 at annual town meeting was granted.
- We need more subcommittee members. The organizational chart is ready for additions!

### Subcommittee reports

**Community outreach:** formerly Fundraising.

- Joan Stoia is chairperson. Steering Committee includes Steve Stoia, Martha Morse, Pam Veith, Michael Bird, Lloyd & Dottie Parrill.
- The help of other well-known and respected residents is needed, Lois Stearns and Ray & Gail Zukowski have been approached. Some individuals are willing to ask for financial gifts as long as they know the proposed donor.
- Early donations are crucial, and thanking donors is extremely important.
- Brainstorming ensued of possible businesses and individuals who might sponsor the 350<sup>th</sup> anniversary. Stoia and Morse ask that people continue thinking and forward their suggestions to the Stoias.
- Morse stated that 350<sup>th</sup> committee members who know possible donors should wait for a coordinated effort and do not go into outreach mode now. There will be a system to follow that will enhance our rate of success.



**Marketing:** includes advertising too. T-shirts by Silverscreen Design, they will have a free link to their online store on our webpage. Put sponsors names/logos on back of shirts? McGee suggested flags advertising our 350<sup>th</sup> to be put on sale, placed all over town, a fundraiser and PR during the 350<sup>th</sup> year. State says no to an over-street banner, but can we get a special dispensation? Things for sale: little beer mugs, plates, buttons, coins, refrigerator magnets, Tom White mugs.

**Sales from our website** affect the degree of complexity of our site and webmaster Madiedo needs guidance. If other sales entities put links to their online stores onto our page, they do the packaging and mailing and financial tracking. Having our merchandise sold from our own online store creates a different set of issues. **MOTION:** After discussion King moved that we direct Madiedo to build a website which will allow a limited number (2 -3) of products to be sold directly from the 350<sup>th</sup> website, and would allow other merchandisers to link their online stores to our website if they are creating products for sale for our 350<sup>th</sup> anniversary. Seconded by McCarthy, passed unanimously.

**Parade:** King will find out who the community marching band contacts in the county are, if any, and pass on to Shearer, who has been in touch with the Pioneer band but realizes this will require much reminding between now and 2023.

**Fireworks:** Leyden's Daniel Galvin provides "low fireworks" which are old-fashioned, less noisy and more humane, and less expensive for a longer display than traditional fireworks. He asks for help cleaning up after the display. We will hold them at the Northfield Drive-in where 400 cars or more can be accommodated. An April or October fireworks display is under consideration.

**Historical:** discussed were the possibility of a historic homes tour and/or lecture including the Stearns Brothers homes, information about Northfield's early industries (farm tools), winter history lectures on zoom; it's important to carry out the commemoration over the year 2023 and not wipe ourselves out trying to do everything in a 2-week span. The Historical Society and the Historical Commission will be communicating.

**Entertainment:** Bill McGee agreed to join the subcommittee. Pam Eldredge suggests a symphony concert at the Northfield Golf Course. Also mentioned were a town-wide tag sale, and a town treasure hunt.

**Education:** Pat Shearer is the chair. Past suggestions have included a program for children by Chief Longtoe of the Elnu Abenaki (Julia Wiggin), and Moody historical programs or tours. A walk for young people through Alderbrook with a naturalist might attract attendees too... there is Indigenous-themed signage.

**Agriculture:** a tour based on the wonderful "old barns pamphlet" developed by the Agricultural Commission was well-received.

**Religious Heritage:** seek out Ed Emberley as subcommittee chair. Dave Smith and Mary King offered to be subcommittee members.

**Formal process for incoming ideas:** McCarthy offered to draft a form that will guide people with 350th commemoration suggestions to write down their idea and estimate costs, in order to get buy-in from that person to help bring the idea to reality.

**Mission and Theme:** both were voted on again.

- **Mission:** To understand and honor the past, enjoy the present, and look forward to the future. **Motion** by King, second by Shearer, passed unanimously.
- **Theme:** Reconnecting Northfield. **Motion** by Shearer, second by Morse, passed unanimously.

**Logo:** the logo entered by Michael LaCoy was the committee's choice. **Motion** to accept it by Shearer, second by Bond. Passed. The choice needs to be looked at by Silver Screen Design for their feedback before this is official. All entries will be displayed on our webpage and used in a coloring book developed for the 350<sup>th</sup>. Thank you to all who entered artwork!

**List of Town Groups:** the letter drafted by Morse to go out to all businesses and organizations in town was reviewed and accepted as drafted. It will encourage organizations to sponsor a parade float, a booth, and/or an event for the 350<sup>th</sup>. Well done!

**Website:** we agreed on [www.northfield350.org](http://www.northfield350.org) as the domain name, as it is consistent with our email address.

**Future meetings:** agreed to have meetings at the Trinitarian Church on the first Thursday at 6:30.

**Next meeting:** Thursday June 3, 6:30 at Trinitarian Church

**Adjourn:** at 8:42 pm, **Motion** by Ross, second by McCarthy, unanimous.

Respectfully,



Mary King