

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

### **Minutes**

<sup>2022</sup>  
**January 20, 6:30 P, Zoom**

Call to order by Stacy Bond at 6:33

Present: Stacy Bond, Brian Brault, Don Campbell, Judy Campbell, Susan Ross, June Moran, Pat Shearer, Steve Stoia, Joan Stoia, Don Simms, Martha Morse, Lindsay McCarthy, Bruce Kahn, Magda Ponce-Castro.

Stacy noted there will be a 2<sup>nd</sup> monthly events planning meeting each 3<sup>rd</sup> Thursday. A budget placeholder will be on the agenda at every meeting in order to handle any financial items needing attention, particularly until Project Plans are fully approved.

Joan and Steve showed pictures of the cup and 3 plates designed and made by Tom White that they would like to give to winners of 350<sup>th</sup> contests. They plan to collect names and email addresses by holding a giveaway which will be put into Survey Monkey for the 350<sup>th</sup> Anniversary. Brian made a motion to approve and it passed.

Parade: A fee needs to be determined. Magda said that she would like to know what activities are planned so she can plan the parade.

Sandra Wood, Northfield town secretary, should be contacted for any Zoom meetings that need to be set up.

Ideas were discussed that include Northfield Mountain. Steve s that the race on the river on Sunday Oct. 1 needs to be added to the calendar. The Great River Challenge Triathlon can be part of the 350<sup>th</sup> Celebration. As mentioned in the last meeting, there will not be a rain date for the parade.

Lindsay gave a 350<sup>th</sup> website update. She said she is working with Montague Webworks to develop it but she will maintain it. She needs information about sponsorships and Joan said she will get it to her.

As of 1/19/2022 there is a list of projects and the 350<sup>th</sup> calendar is filling in. The beginning, middle, and end events need to be defined and events placed in the months they will be happening. The final weekend will have fireworks Saturday evening with a rain date for Sunday evening.



The timing of the parade was discussed and also what to "plug in" between the parade and the fireworks (September 30 @8pm). There should be events so people will stay. Perhaps a food festival and music. Discussion of the need to coordinate food and events was brought up and it was suggested we reach out to churches in case they want to be involved in this. Pat suggested having things like cotton candy, candy apples, etc. as well as other food at a reasonable price. Magda said she would research how other towns have timed events. Sunday would be the Great River Challenge and perhaps we could hook up with that event.

Steve noted that the end of November Monster Dash and food afterward at the Unitarian Church would be happening.

A mailing about the 350<sup>th</sup> events is almost ready to go out and something about food could be included.

The Stoia's showed a draft of the first mailing for Northfield's 350<sup>th</sup> Anniversary Celebration. The Stoia's said the mailing fee was approximately \$300, the postcards would be about \$1,100...about .90 cents each.

The Committee voted to approve Brian's motion to allot \$2,000 for mailing the cards. It was noted that we currently have \$10,000 already approved to work with.

The Stoia's showed a marketing plan which they had developed. It included a calendar and timeline of the 350<sup>th</sup> campaign including outreach, businesses, individuals and families in 2022. There will be a monthly theme and text that will be sent out about Northfield's 350<sup>th</sup> Celebration. They also showed the standard letter that would be sent out giving advertising partnership benefits.

Brian expressed the 350<sup>th</sup> Committee's appreciation and thanks to the Stoia's for their many contributions. Stacy thanked everyone at the meeting.

The 350<sup>th</sup> Committee meeting adjourned at 8:15pm. Note: A report by Kackie St. Clair on Library programs for the 350<sup>th</sup> Anniversary was postponed due to illness.

Respectfully submitted,

Mary Mayshark-Stavely

*Mary K. King, Secretary*

Temporary secretary