

350th Anniversary Steering Committee

January 6, 2022 (zoom)

Minutes

Present: Stacy Bond, Pat Shearer, Sue Ross, Mary King, Joan Stoia, Steve Stoia, Brian Brault, Lindsay McCarthy, Rhoda Yucavitch, Magda Ponce-Castro, Bruce Kahn, Alex Meisner. Not present: Carol O'Brien.

Guests, volunteers: Kackie St. Clair, Mary Mayshark-Stavely, Margie Conner, Don Campbell.

Called to order by Stacy Bond at 6:36 pm.

Minutes for 12-2-2021 were passed, **Motion:** Kahn, Second: Shearer, unanimous with one abstention (Meisner).

Citizen input: none.

Focus Group reports:

Entertainment: Kahn said the Kline's cultural council grant application for oral history training has been approved. A brass band guy who knows of various ensembles has contacted him about having bands as part of our 350 commemorations (the parade needs bands!). Entertainment is thinking of monthly programs in 8 key months, and musical artists of Northfield (Meisner is classically trained and willing) and visual artists of Northfield (St. Clair represents Fiddlehead Gallery at DVAA on the 350th committee) are two specifics Kahn has in mind.

Community Engagement: The Stoias said that the Kline's oral history project gets started this spring. Greenfield Savings Bank has a sponsorship packet under consideration right now, and 5 other entities are being worked with at this time.

Parade: Ponce-Castro emailed a written report to all committee members and volunteers before the meeting. Some highlights of what has occurred are: a preliminary budget prepared; preliminary route discussions with police chief; informal agreements with potential participants like Mount Grace Land Trust, Historical Society, town businesses, arrangements for tractors, vehicles and animals for the parade. Ponce-Castro suggests that an entire meeting be held soon on the topic of the parade.

Children's/education: Shearer reported that her group has many ideas for monthly activities through the year. Highlights: New Year's luminary, spring Maypole dance, a river cruise, gardening project, photography booth with old-fashioned costumes for dressing up, town reunion, and several others. Shearer mentioned Megan Adams as a local photographer and Adria Lowry Paulson as a local florist. Ponce-Castro said that First Light is eager to be involved,

and they have a Youth Day too. Shearer and the Children's group members feel it's important to have a small keepsake for children participating in 350th activities, non-competitive.

History: 8 projects have been submitted from the DVAA, the library, Historical Society and Historical Commission. A couple others are pending also.

Committee Organization:

Brault said that the pandemic requires us to plan for outdoor events during 2023 "just in case". Having large gatherings in good weather months and using larger outdoor venues such as the First Light property make sense. The *all-focus groups event* will not take place due to covid, and zoom or in person meetings on the 3rd Thursday evening of the month will take its place beginning on January 20. Topics will vary as we get down to the basics of planning our timeline of programs and the details of our events. Business meetings of the steering committee will continue on the 1st Thursday evening of the month.

Clarifying Areas of Responsibility: this document was discussed. It is a draft and feedback is welcome. Important areas of clarification included the importance of letting Brault coordinate with the Northfield Mountain people from here on. The Community Engagement (C.E.) group says that if you know someone really well who might support the 350th fundraising effort, approach them and also let the Stoias know. Community Engagement wants to get significant underwriters at amounts of \$1500-7500, so let's not nickel and dime businesses when C.E. should be handling it.

Are all Focus Groups expected to write a Responsibilities document for their areas as the Community Engagement group has done?

Budget: McCarthy presented a budget that had been worked on by C.E. group and the 350th officers, and also seen by Town Administrator Llamas for her comments. McCarthy pointed out that submitted projects have been figured into this budget draft but that does not mean that these projects have been approved because approval is a separate step in the process. Flexibility is essential since we are well away from the 350th year, but we need a preliminary budget to put before the Finance Committee in January for the 2022 town budget. Ross questioned why the draft budget did not show fundraising, sponsorships, partnerships. Many agreed, and it was decided that an indication of the estimated fundraising totals should be shown on the budget. Other discussion about outside expenses, marketing expenses and when the appropriation would be available were discussed. Ponce-Castro made the point that she had researched the parade's outside expenses and they are not included in the Parade line item. It was noted that they are included in the Overall line.

The importance of a photographer documenting the whole commemorative year was noted.

Brault stated that we are trying to ask for the majority of the money needed to cover our 350th expenses in this 2022 budget but we will have another chance in the 2023 budget too.

Ponce-Castro made the **motion** and S. Stoia **seconded** that the 350th steering committee accept the preliminary budget to the town in the amount of \$93,218. It passed unanimously. This figure takes into consideration the \$10,000 already received from the town. The budget request presented to the Finance Committee will also show and take into consideration fundraising estimates.

Email letter to town groups will go out before February when the new website is completed.

Website: Montague Webworks has the site $\frac{3}{4}$ built, and also has provided virtual training on it to Brault and McCarthy. It will look much like our former site but is robust and ADA-compliant. It will be ready by the end of January... www.northfield350.org

Mail/Unanticipated business: Ponce-Castro said that the 350th needs publicity out there and the letter to organizations to be sent because the parade needs more people participating, more volunteers. J. Stoia assured all that "there is a plan for that"... Save the Date" cards asking people to join the fun will go out soon, the website will be ready and publicized in February and the letter to organizations will go out well before March.

Next meeting: Thursday, January 20, 2022 at 6:30 ZOOM, Projects Meeting
Thursday, February 3, 2022 6:30 zoom or town hall, Business Meeting

Adjourned at 8:08 pm, Motion: Kahn **Second:** Ponce-Castro, unanimous approval.

Respectfully,


Mary King