

350<sup>th</sup> Anniversary Steering Committee

Business meeting March 3, 2022

Minutes

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

**Guests, volunteers:** Judi Campbell, Mary Mayshark-Stavely, Bill McGee, Mary Key, Scott Key, Kackie St. Clair, Don Campbell, Tom White.

**Called to order** by Stacy Bond at 6:32 pm.

**Minutes for 2-3-22 meeting:** Kahn corrected the minutes saying that the Entertainment focus group was not organizing food for Parade Day. Motion to accept the corrected minutes by Kahn, seconded by McCarthy, passed unanimously.

**Tom White Pottery: they are beautiful.** Tom has created 90 mugs, 70 bowls, 50 plates and 50 crocks for sale to commemorate and benefit the 350<sup>th</sup> Anniversary. Important Questions to answer sooner rather than later:

- Price and what is the cut for Tom?
- Are we buying these and reselling them?
- How will they be marketed...Tom prefers that buyers do not show up at his shop to buy
- Is this a limited edition or will sales continue?

Tom uses his entire kiln to make these so our decisions impact his life and business. He can fire 200 at a time, and is willing to do another 200 at a later date if we wish him to. Tom offered to be at an Anniversary event to demonstrate pottery making, and we can sell the 350<sup>th</sup> commemorative items at that time. **ACTION:** make decisions soon and let Tom know.

**Chairs' reports:** Bond said that the webpage is up and is super (thank you Lindsay McCarthy), the mailer is in the hands of our residents and is lovely and exciting (thank you Joan and Steve Stoia), the letter to town groups is out (good work Stacy Bond)! Bond said that project plans are subject to approval by the 350<sup>th</sup> committee and should be submitted by April 1.

Brault reviewed the particulars of the volunteer sales person job that we need to fill. This responsibility will oversee storefront sales if we identify a store, as well as online orders that come in on our website. Fulfilling, packing, shipping—it is important and will likely need a manager and the effort of another volunteer or two. Also, Brault said discussions with the Town Administrator about insurance are continuing. He also recommended that handouts explaining the 350<sup>th</sup> Anniversary events be developed for distribution at town meeting so that voters attending know what their tax dollars are to be spent on.



**Budget & Expense Approvals:** Shearer moved and Kahn seconded that each of the 4 focus groups (Children, Entertainment, Historical and Parade) be budgeted \$250 to be used as petty cash. This had been agreed upon previously but no vote was recorded. In discussion Ponce-Castro said that the Parade Focus was handling a large project that needs things with costs (map of Main St., mailings, copies). McCarthy said that printing costs are outside petty cash expenses, the 350<sup>th</sup> committee can deal with expenditures as they come up. Brault said that the committee will approve expenses at a time when each makes sense over the months. King said that it's understood that the parade will require more money than other focus groups, and that costs will be handled as needed. When the vote was called, the **motion** stated above passed with 12 positive and one negative vote, by Ponce-Castro.

**Entry Fees for Parade:** discussion resulted in the **motion** by King, seconded by Yucavitch, that the fee for businesses to be in the parade is \$75, that Major Sponsors who come in at \$7500 will have the parade fee included in that amount, and that nonprofit organizations and town entities will not be charged a parade fee. Discussion of whether a nominal fee would be an incentive to actually have a float took place, but the parade fee motion stated above passed unanimously.

**Signing of contracts, formal agreements:** if you have a situation where terms and conditions need to be defined, bring it to the 350<sup>th</sup> leadership team. Brault is discussing with the Town Administrator the contract process, when one is required, and who signs them.

**Kick-off Weekend:** Much discussion took place regarding whether to have the kickoff winter events on the Saturday of Presidents Day weekend 2023 or the previous weekend with a Valentine's theme' or in April when weather is better. Stoia emphasized the importance of keeping with set scheduling because of promises already made to our business partners. Big advantage of the President's Day timing is that it's already been announced in early publicity, and Northfield Mountain is offering their location and a bonfire, as well as other possible outdoor activities. Tickler events in March and April would fill out the calendar (Ross, Kahn) and those who favor added tickler events should take some responsibility (Ponce-Castro). Shearer said that if we promised a year of activities, we should deliver something every month. A March maple syrup event would be popular. **MOTION:** the Saturday of President's Day weekend 2023 will mark our winter kickoff events; moved by J. Stoia and seconded by Shearer. Motion passed unanimously. Brault said that we need to fill in the rest of the day at Northfield Mountain leading up to the bonfire.

**Focus group Communication efficiencies:**

- Do Focus Group reports in email
- Send to Bond using Stacy's 350<sup>th</sup> business email address [northfield350@gmail.com](mailto:northfield350@gmail.com) 7 days before a meeting
- Include any agenda items you want included

There will not be a standard focus group agenda item in the future.



**Focus Group reports:** *Entertainment:* Kahn is in touch with the DVAA about their Artists of Northfield event. Entertainment needs venues, please email suggestions to Kahn at [bruce.kahn@comcast.net](mailto:bruce.kahn@comcast.net). The Musicians of Northfield is in the planning stages, Joe Graveline was recommended.

*Community Engagement:* J. Stoia said that their last focus meeting was ably co-hosted by Stacy, that group members are working on their solicitations, and that the mailing is in the hands of the community!

*Parade:* Ponce-Castro had submitted a focus group report by email.

*Children's/Education:* Shearer had a productive meeting with a member of the Leadership Team, as each Focus Group Coordinator will do, and the Children's focus group has new volunteers.

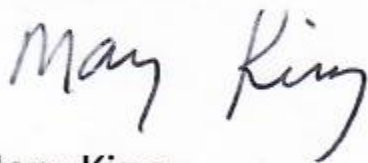
*History:* King had submitted a focus group report by email.

D. Campbell added that Historic Deerfield has agreed to sponsor a lecture in Northfield about "the world around the time of the First Settlement". This is because Northfield shares with Deerfield a 350 anniversary in 2023, ours of settlement by the English and theirs of incorporation as a town. Our towns are connected in history, both Indigenous and colonial.

**Next meeting:** Thursday, April 7, 2022 at 6:30 in person, Town Hall

**Adjourned** at 7:52 pm, **Motion:** McCarthy, Second: Kahn, unanimous approval.

Respectfully,

A handwritten signature in cursive script that reads "Mary King". The signature is written in dark ink and is positioned above the printed name.

Mary King