

350th Anniversary Steering Committee

Business meeting April 7, 2022

Minutes

Present: Stacy Bond (remote attendance), Pat Shearer, Mary King, Joan Stoia, Brian Brault, Lindsay McCarthy, Rhoda Yucavitch, Bruce Kahn. Members not present: Alex Meisner, Steve Stoia, Carol O'Brien, Magda Ponce-Castro, Sue Ross. Guest: Nancy Billings.

Called to order by Brault at 6:33 pm.

Minutes for 3-3-22 meeting: **MOTION** to accept the minutes by Kahn, seconded by Yucavitch, passed unanimously by roll call vote: Stacy Bond Yes, Brian Brault Yes, Bruce Kahn Yes, Mary King Yes, Lindsay McCarthy Yes, Pat Shearer Yes, Joan Stoia Yes, Rhoda Yucavitch Yes.

Guest introduction: Nancy Billings grew up in Northfield and returned after many years living in California. She has a background in marketing, and is interested in volunteering with the 350th Anniversary effort. Welcome Nancy!

Chairs' reports: Bond reported that she and Brault have met with focus coordinators and/or attended focus group meetings to keep in touch with what is happening. The leadership team met about selling our mementos, especially the pottery. McCarthy and King talked with Marge Anderson about selling pottery at DVAA/Fiddleheads Gallery, and negotiations are continuing. Other outlets are being investigated too. Leadership team met with Shirley Keech about an anonymous donor's wish to have 1000 buttons with the 350th logo on them for sale, \$5 each. Bond, McCarthy and King met to report to the Selectboard on how things are going, and a 350th Anniversary Committee report was submitted for 2021 for the Annual Town Report. As requested by Bond, J. Stoia reported that donations are coming in by check and through the website. A major sponsor commitment has been made by Greenfield Savings Bank also. Bond reminded everyone that Town Meeting is May 2, please be there to vote on the 350th budget request as well as many other important articles. Also, a quote for a sign that will be mobile and large with our 350 logo on it is in the works.

Brault clarified a point suggested by Bond that it is time to remove the project planner form from the website as we need to concentrate on developing the projects and events we have now. This will not mean there is *no* chance for another good idea to become an event, but it encourages all of us to develop completely what we have since 2023 is less than a year away.

Budget & Expense Approvals: ORAL HISTORY - J. Stoia reported that the oral history project and the training by the Klins will occur for up to 20 people on April 24. Those trained will be given names of Northfield people to interview as a record of our history and of Northfield residents with important knowledge and experiences. There is an immediate need for recording devices and flash drives. **MOTION** by Shearer, seconded by Kahn to advance up to

\$1000 for the purchase of this audio equipment. Unanimous approval by roll call vote - Stacy Bond Yes, Brian Brault Yes, Bruce Kahn Yes, Mary King Yes, Lindsay McCarthy Yes, Pat Shearer Yes, Joan Stoia Yes, Rhoda Yucavitch Yes.

Signing of contracts: no action.

Partnership agreements/Event partners: Brault said we need agreements that describe the responsibilities of each party as we plan events with partners (financial arrangements, marketing responsibilities, provision of refreshments etc). Bond will ask Bob Betsold of the Hatfield 350th committee if they developed one. All Focus Group coordinators and the full 350 committee will have input before a partnership form is finalized.

Merchandise/ Sales updates: lots of discussion of the best ways to market our merchandise in person, pottery especially. Larger commercial/entertainment venues in town that seem logical are DVAA, Cameron's Winery, Four Star Brewery. Nancy Billings suggested the NMH Store, as well as selling pottery at our events (Symphony concert, for example). J. Stoia said she hoped to have a 350th booth at the Farmers Markets over the summer. Kahn noted that the ability to take credit cards is hugely important; this is possible from the 350th website. Nancy Billings suggested a presence at Bernardston's Scarecrow in the Park, and Bond will find out about it.

Festival of Lights: Shearer asked if we were going to participate in this at the Greenfield Fairgrounds? Brault said if we do, it should be this winter rather than in 2023, and all agreed. King offered to help with any effort but will not instigate or take responsibility for it.

Oral History Weekend: J. Stoia reported on a grant application to the Grassroots Fund for \$3000 that was complicated to complete, they will hear back in May. Press releases about the oral history training went out on 4/7/22. At least one house concert will take place as a fundraiser (the Klines, oral history trainers, are also musicians).

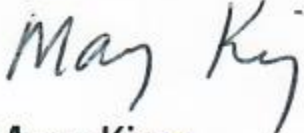
Winter Kick-off: no action.

Pottery Raffle Drawing: Brault drew the names of winners of 4 pieces of Tom White 350th Anniversary pottery. Winner of Mug #1 is Bruce Kaeppel. Winner of Mug #2 is Robert Lauwers. Winner of Bowl #1 is Edward Bordas. Winner of Bowl #2 is Jennifer Tufts. **CONGRATULATIONS!**

Next meeting: Thursday, May 5, 2022 at 6:30 in person, Town Hall.

Adjourned at 7:46 pm, **MOTION** by Kahn, seconded by Shearer; unanimous approval in roll call vote: Stacy Bond Yes, Brian Brault Yes, Bruce Kahn Yes, Mary King Yes, Lindsay McCarthy Yes, Pat Shearer Yes, Joan Stoia Yes, Rhoda Yucavitch Yes.

Respectfully,


Mary King