

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

Business meeting June 2, 2022

### Minutes

**Present:** Stacy Bond, Pat Shearer, Mary King, Joan Stoia, Steve Stoia, Brian Brault, Lindsay McCarthy, Rhoda Yucavitch, Bruce Kahn. Members not present: Alex Meisner, Magda Ponce-Castro. Guests: Bill McGee, Kackie St. Clair.

**Called to order** by Bond at 6:34 pm.

**Minutes, 5-5-22:** **MOTION** by Kahn to accept, seconded by Shearer, passed unanimously.

**Citizen input:** none.

### **Chair's report:**

- Negotiations for new fireworks location and vendor continue
- Tom White 350th commemorative pottery press release coming soon to the Recorder
- Pottery now resides in a clean and dry private basement; currently in possession of 34 crocks, 47 bowls, 17 plates, 19 large medallions, 16 small medallions, 78 mugs
- Budget info from focus groups is not complete yet
- Meeting with 350<sup>th</sup> Steering Committee of Deerfield is possible
- Many documents reside on Google drive, please contact Bond if you want help using it
- Senator Comerford achieved \$10,000 from the supplemental budget for Northfield's 350<sup>th</sup>... thank you Community Engagement
- Cate Woolner is still looking for doors in Northfield to photograph

**Treasurer's report:** no additional information.

**Budget Approval Discussions:** Brault introduced a document that is not yet complete, lacking Parade data, some Community Engagement numbers and Income figures. Expectation is to call for a budget vote at the July meeting after the Parade budget session is accomplished and Sponsorship figures are updated. Discussion of the wooden sign that could be placed at 350<sup>th</sup> events or at Town Hall, the need for a fabric sign that could be used in the parade (Shearer is

investigating), and the low projected cost for the Pioneer Valley Symphony took place. Pam Eldredge will be invited to the next meeting to update us on the PVS concert **ACTION**. Shearer underestimated some costs for Children's Events and will revise up by next meeting. S. Stoia questioned if anyone has investigated a Main Street banner that could stay up during all of 2023? Bond will start by asking our Town Administrator **ACTION**.

**Marketing 350<sup>th</sup> Anniversary Goods:** Brault said that a budget built around a sales plan is needed, sales tax issue needs resolution also. Pottery profit margin is rather low to start with. King spoke of the DVAA/Fiddlehead's Gallery option for some pop-up sales of pottery at their gallery openings, before the holidays, etc. A pop-up at the Farmers Markets is being investigated too, and volunteers to do Thursday 3-6 pm stints to staff the sales tent are needed. McCarthy and King are continuing to look into Farmers Market sales, Bond and McCarthy are investigating other options. Shearer said that a florist shop will be opening across from IGA, another possibility. The online sales option exists and is essential for people who live at a distance.

**Event/Partnership Agreement:** after discussion took place about the circumstances requiring the use of this form (available on Google Drive), a **motion** was made by S. Stoia, seconded by Kahn, and it passed unanimously.

**Photographers:** a list of 6 photographers was presented. Another was suggested, Tom Wyatt of Warwick, and Kahn will contact him. Discussion about which events require a professional photographer yielded: Kickoff, Symphony, Parade, Fireworks. We'll seek candid shots from amateurs and the community too, from all our events. Looking at portfolios and interviewing 3 candidates before hiring anyone was discussed. We will hire more than one photographer. Be mindful of any permissions needed to publicly post photos.

Involving Christine Harris now, as we draw closer to planning a Recorder supplement, was discussed. The Stoias will contact Chris **ACTION**.

**Social Media Policy:** discussion brought about two minor suggestions. Kahn made the **motion** to approve as amended, J. Stoia seconded, approved unanimously.

**Shriners:** McGee of the Parade Team asked how to get the contract moving forward as he does not have the authority to make or sign the contract between the Shriners and the 350<sup>th</sup>. Brault made the **motion** and J. Stoia seconded that

since the Community Engagement committee has received donor commitments to fund the Shriners, the 350<sup>th</sup> Committee Chair is authorized to move ahead on defining and signing a contract. Approved unanimously.

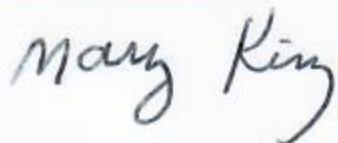
**Open Focus Group Discussion:** King spoke of Historic Deerfield providing us with a 350<sup>th</sup> program in the spirit of cooperation, and retired UVM professor/ Deerfield resident Peter Thomas will talk about the Squakheag/Sokokis who lived here before British settlement. It was agreed that having this event early in our commemorative year (February?) would highlight our Indigenous history right as we begin our anniversary year. J. Stoia suggested that we ask the Elnu Abenaki of southern Vermont what other ways we can acknowledge this history. Kahn asked for suggestions of Northfield musicians. J. Stoia said that the Rustic Ridge Association has its own oral history project beginning.

Brault asked that we recognize all that Bond is doing to keep this 350<sup>th</sup> ship afloat:  
**thank you Stacy!**

**Next meeting:** July 7, 2022 at 6:30 in person.

**Adjourned** at 8:02 pm, **MOTION** by Brault, seconded by Yucavitch; unanimous approval.

Respectfully,

A handwritten signature in cursive script that reads "Mary King".

Mary King