

350th Anniversary Steering Committee

July 7, 2022

Minutes

Present: Stacy Bond, Lindsay McCarthy, Pat Shearer, Mary King, Joan Stoia, Steve Stoia, Rhoda Yucavitch. **Members not present:** Bruce Kahn, Alex Meisner, Magda Ponce-Castro. **Guests:** Pam Eldridge, Martha Morse, Margie Conner.

Called to order by Bond at 6:34 pm.

Minutes, 6-2-22: **MOTION** by Shearer to accept, seconded by McCarthy, passed unanimously.

Symphony update: Pam Eldridge reported that a date of Sunday, June 25, 5:30 has been set for the free symphony concert in conversation with Shelby Snow and the PVS music coordinator. There will not be a rain date, too complicated for the many musicians and for the golf club too. No intermission, approximate run time 5:30 – 6:45 run time. No portable toilets needed. Trinitarian parking lot will provide overflow parking, and electric golf carts to transport those needing it from the lot to the golf club lawn will be available. J. Stoia explained the Community Engagement method for targeted fundraising and that the symphony is a high-quality event which sponsors will want to support. Discussion brought out that attendance could be high, and that blankets and chairs on the lawn (Tanglewood style) should accommodate many attendees. The Stoias mentioned developing a way of having “preferred seating” for Northfield residents. King suggested that be discussed at the next meeting. Eldridge said that the full orchestra will cost \$5000, and it was agreed that it is a reasonable cost for a signature event and financially feasible with its fundraising potential. Eldridge will proceed, and thank you Pam! **ACTION:** put preferred seating at the symphony on the next agenda.

Fireworks & Venue update: Bond said that PVRs has not responded to requests for information about hosting 350th fireworks but Four Star Brewery is enthusiastic. Meeting attendees did a show of hands in support of moving forward with the brewery, which will be checking with the fire chief as a next step. We will provide porta-potties. A safe estimate for costs for a 15-20 minute display by Atlas is \$15,000. We should have police and EMTs on site too.

February Kick-off: King suggested hiring Tom Ricardi, birds of prey rehabilitator from Conway, for Saturday 2/18/23. Add more kids' activities (that we will ask First Light to fund) and end with a bonfire and we have a day, all at Northfield Mountain Recreation Center. On Sunday 2/19 Peter Thomas has agreed to do a lecture with slides on the Sokoki band of the Abenaki who lived here when the English arrived. We probably need the PVRs auditorium, BNC-TV filming for YouTube, and definitely good PR. The Elnu Abenaki will do a greeting or introduction. This is cosponsored and paid for by Historic Deerfield (and arranged by Don Campbell of the Northfield Historical Commission).

Chair's report: Brian Brault has resigned for personal reasons. There will not be a Plow Day event for the 350th. There will be tractors in the 350th Parade though. ACTION: invite BNC-TV to our next meeting.

Treasurer's report: McCarthy reported that we are inching toward a final budget, continued submission of focus group data keeps it incomplete. Current budget info for the Children's focus group will be sent to Shearer for review. J. Stoia said that an additional \$6000 for the Klines to complete the oral history project is needed ASAP, McCarthy said this is brand-new to her and requested more information. A grant application for \$2500 to do a documentary on the 2016 Stop the Pipeline effort requires Bond's signature. The pipeline project and a history focus event need to have project plans submitted, so Bond will send the form to the Stoias and to Margie Conner (or it will be returned to the 350th webpage). ACTION: King will work with Conner to develop a contract that is generic enough to be used for other events.

Marketing/Sales 350th Anniversary Goods: Bond reported that Four Star Brewery and Adria Lowry Unique Floral Design, opening at 75 Main Street, are both willing to sell pottery and to cut us a check for proceeds, simplifying work for the 350th committee. We will do pop-up sales at the Northfield Farmers Market starting July 21, and need a sign which proclaims Northfield's 350th Anniversary and acknowledges that proceeds of memorabilia sales will support the 350th Anniversary events. (ACTION: McCarthy and King will handle the pop-up sign). In discussion of the sales tax, it was agreed that we will charge the buyer this tax, not deduct from profit. Bond will get announcements of the Farmers Market sales plan out onto social media soon, with prices of pottery included and the information that cash or check are required at the Farmers Market pop-up. It is unclear at this time how sales from the two business outlets or the website will be handled, and starting dates.

Photographers: Bond reviewed the list of photographers she has compiled. Conner said that we need to define which events we want a paid photographer to cover, and agreement was reached that the symphony, the parade and the fireworks are the signature events that should be captured professionally. Norm Eggert, Paul Franz and one other photographer (chosen after checking their websites) will be contacted to assess interest, their way of charging (by event, by the hour), and availability in hopes of finding one professional to cover our three signature events. Other photographers may be urged to take photos at other events, for free or small fee(?). King and Bond will tackle this.

Portable toilets: Parade Team will take responsibility for a porta potty contract; 350th committee will assess overall need and communicate non-parade requirements to them (e.g., for fireworks).

Open Focus Group Discussion: included:

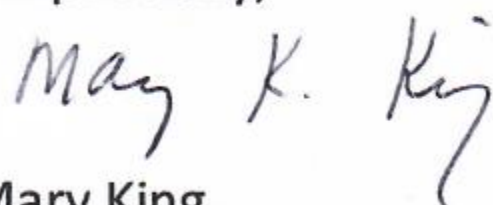
- the hope that the Parade Team will attend 350 meetings because we need them
- the hope that small bands will be part of the parade
- the hope that Snow's and the Northfield Golf Club will have a parade float
- the desire for a fun family event...Picnic? Square dance? Ice cream social?

J. Stoia pointed out that Bruce Kahn, with his equipment wisdom, has been incredibly helpful to the oral history project!

Next meeting: August 4, 2022 at 6:30 in person. **Quieter meeting room is preferred.**

Adjourned at 8:22 pm, **MOTION** by J. Stoia, seconded by McCarthy; unanimous approval.

Respectfully,



Mary King