

350th Anniversary Steering Committee

August 4, 2022

Minutes

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

Called to order by Bond at 6:37 pm.

Minutes, 7-7-22: **MOTION** by McCarthy to accept, seconded by Kahn, passed unanimously with spelling corrections.

Chair's report: Bond is making the rounds to focus group meetings to check in and get photos. A first pottery pop-up sale happened at the Farmers Market in July, and Silverscreen is working on 350th commemorative hats and bags. The Agricultural Commission is connecting with the Parade Team about tractors, and the 350th wooden sign is on our sign maker Jesse's radar but not made yet.

Photography: Martha Morse reported on her willingness to be the contact with Norm Eggert, a professional photographer and teacher at a community college in Worcester County. Norm has offered to provide photography services for our events, not just the signature ones, for free. He is willing to attend a 350th committee meeting. We will offer to reimburse him for expenses, promote his business, etc. If we ask him to produce any products from his photos, he would charge for those (albums, etc). See Norm's work at <https://normeggert.photoshelter.com>.

Fireworks & Venue update: Four Star Farm is waiting for Fire Chief Dunnell to advise on the farm as a fireworks location. Alex Meisner is in charge of antique cars in the parade, and it is hoped that after the parade the vehicles will be at Four Star to "pop hoods and kick tires" so people can look them over before the fireworks begin.

Interim Principal of Northfield Elementary Jim Trill: Jim has lived and worked in and around Northfield for 30 years, at Linden Hill, Indoor Action in Bernardston, Pioneer, Mahar, and Erving Elementary. Our school system invited him out of retirement for the coming year, and he is happy to work with the 350th to make 2023, the commemorative year, fun and educational for the children of Northfield. Thank you, Jim!

February 350th Kick-off at Northfield Mountain: Carter Wall, PR specialist at Northfield Mt. is our contact. She will take charge of presenting family-oriented events outdoors if the weather permits, plus Tom Ricardi, birds of prey rehabilitator and Roger Tincknell, an interactive musician. The day will end with cocoa and a bonfire on Saturday February 18, 2023.

Treasurer's report: McCarthy ensured that people had reviewed the proposed budget. We discussed whether projects not in the budget as presented are still possible; McCarthy said they are possible because all the town funds are not yet spoken for, and ongoing fundraising increases our flexibility too. J. Stoia reminded everyone to let the Community Engagement group know of projects still percolating and to also suggest possible sponsors if there are likely candidates. Kahn asked if a focus group has flexibility in how allotted money is spent, and the answer is YES as long as it's on accepted projects.

MOTION to approve the budget as presented (8-2-2022, Summary: Income \$152,500, Expenses

\$145,591, Difference \$6909) was made by Kahn and seconded by S. Stoia. It was approved unanimously.

Parade float entry process: Bond sends Ponce-Castro the submitted Parade Planning Forms from the website and any other parade /float inquiries the Chair may have heard of. Bob Henry puts all parade float submissions on the Tracker that Parade Team maintains. Paper submissions are not typed onto the Google form but are put into the Tracker. King suggested that an invitation to enter a float or to help the parade might be put on Nextdoor, and said that responding to interested float makers so they know they have been heard is important. Can the budget handle offering a little financial support for individuals and clubs/nonprofits that want to have a float? Ponce-Castro said that there is difficulty finding marching bands to participate. Offer them a flatbed truck ride? We discussed performing ensembles and other small musical groups that NMH and other private schools may have. Ponce-Castro said that discussions with other towns' anniversary parade committees leads our team to understand that certain tasks can't be done yet, it is too early. The Parade Team attended the Whately Anniversary Parade and learned a lot. Martha Morse is helping Parade Team with a list of other town administrators and addresses.

Symphony: Pioneer Valley Symphony's Director is very pleased with the \$5000 budget, and the agreement is moving forward.

Marketing/Sales 350th Anniversary Goods: Four Star Farm will begin selling pottery on August 16 & 17. Adria Lowry's Unique Floral Design on Main St. will be selling also, details to be worked out. There will be hats, t-shirts, and 350th pins too as commemorative items. Another pop-up pottery shop will happen indoors at Fiddleheads on Thursday Aug. 18, during an exhibit opening and a Farmers Market. S. Stoia offered Centennial House as a pick-up location on occasions when a buyer doesn't find the exact stock that they want at a pop-up sale.

Open Focus Group Discussion: included:

- Entertainment Group is looking into Native musicians, will check out the Homelands Festival at Great River over the weekend
- Parade route is generally mapped out, going from the campus to Maple St.
- Parade will run 1.5 miles but walkers will start at Trinitarian and their distance will be under a mile
- MASS DOT has not okayed it yet
- Grandstand/reviewing stand at Town Hall and a small one at the elementary school
- Senior citizens need places to sit to view the parade
- J. Stoia distributed a super Mohawk Trail Visitors Guide featuring 350th Anniversary events as centerfold
- J. Stoia asked that we publicize and help distribute the Oral History Interview Interest Form

Next meeting: Sept. 1, 2022 at 6:30 in person. **Quiet meeting room is preferred.**

Adjourned at 8:13 pm, **MOTION** by Kahn, seconded by J. Stoia; unanimous approval.

Respectfully,

Mary King

