

350th Anniversary Steering Committee

Sept. 1, 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: Martha Morse.

Called to order by Bond at 6:34 pm.

Minutes 8-4-22: **MOTION** by Kahn to accept, seconded by McCarthy, passed unanimously.

Chair's report: Bond reported on a meeting with the Town Administrator and the town insurance representative about liability. General town insurance covers us to a great degree, the parade will require a special insurance binder, and if one of us is asked by a venue or other 350th contractor about insurance, a certificate of insurance will be provided by the town Administrator.

Fireworks & Venue update: Four Star Farm is still waiting for Fire Chief Dunnell to advise on the farm as a fireworks location.

February 350th Kick-off update: Carter Wall, PR specialist at Northfield Mt. has been our contact but is retiring. She has backed off somewhat on what Northfield Mt. can offer the 350th. The committee discussed and endorsed the possibility that the elementary school be the location for morning activities on Feb. 18 with Tom Ricardi, birds of prey rehabilitator and Roger Tincknell, an interactive musician, included. A big advantage of NES is the indoor location. The PTO would sell refreshments. The day will still end with cocoa and a bonfire on Saturday February 18, 2023 at Northfield Mountain if they agree. Discussion took place regarding how to pay for Tincknell if Northfield Mt. isn't paying for him; Treasurer McCarthy said we have extra funds, and King pointed out that Tincknell offered to write a grant request to the Northfield Cultural Council for funding, we would only need to produce a letter of support for it.

Treasurer's report: McCarthy said that in 2 pottery pop-ups at the Farmers Market/Fiddleheads Gallery we have grossed \$2200, netted \$575. Adria's Floral Design shop has also sold \$600 worth! 350th buttons are on sale at Adria's and Four Star, will soon be in Mim's and IGA. Hats and bags with logo will be available soon at pop-ups and our 2 sales venues, and as well as selling pottery, Four Star will brew a 350th commemorative beer! A small grant to support nonprofits for float making was discussed, and Ponce-Castro will have a plan to present next meeting...**ACTION.** Pottery pop-up sales across the river are a good idea if held in conjunction with an existing event at the playground or the VFW, and McCarthy said Doug Brown might agree to handle this. Pam Veith and Bob Henry are good contacts on the West Side...**ACTION.**

Process for Spending Money: McCarthy distributed a one-page guide, **350th Budget Spending Procedures**, for spending the money allotted to each focus group. If anyone has questions as you begin spending money, contact Lindsay.

Sound System Purchases: Kahn distributed a document detailing the equipment he is considering for purchase, equipment which will be used during our anniversary year and then be the property of the town. He will check what the town already owns for redundancy, and he'll get advice from a professional sales person before presenting an updated list to the committee again in November. The expectation is to vote on this purchase in November. This equipment will be essential for our bigger

events (parade, symphony) but will also be used for smaller events in venues that do not have sound available, such as lectures. As needed, Kahn will fill in with his own sound equipment too.

Marketing/Sales 350th Anniversary Goods update: J. Stoia mentioned the 350th fundraising poster that will be for sale, Northfield Doors. And, Nolumbeka has a beautiful poster showing the Connecticut River and paying tribute to the Native Peoples of the Pocumtuck Valley. Could we sell it for Nolumbeka? King said that the History Focus group decided that inviting Nolumbeka to be present at an event and sell the poster there for their own benefit is the best way to handle it. S. Stoia said that Steve Roberto has a Trojan Horse themed poster that speaks to the Kinder Morgan pipeline/compressor efforts in Northfield and how Northfield worked with others to stop the pipeline. The desire is to sell this poster to support the Food Pantry. McCarthy said that there would be complications for the 350 committee to directly sell an item that benefits another entity than the town. Inviting another group to sell the item at a 350th event (the Progressive Network or Transition Town perhaps?) is the clean and legal way to accomplish this support for the Food Pantry.

Event Priorities for Photographer: Bond, Morse and King will be talking to Norm Eggert. Priorities include the parade, the symphony, the fireworks, February Kickoff including the family activities on that Saturday and the lecture on the Squakheag people on Sunday Feb. 19, as well as a Main Street architectural walk. Other events are worthy too, we will see how much he chooses to handle and ask other local photographers to participate too.

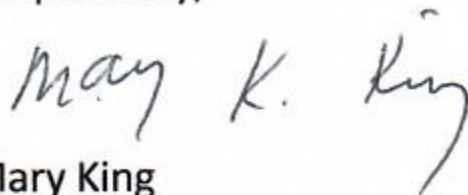
Open Focus Group Discussion: included

- BNC-TV person is attending our October meeting
- 12 Main Street banners on utility poles have been okayed. Community Engagement should meet with History Focus to discuss who will be represented on the banners, soon...**ACTION**
- Radio PR will be coordinated with the historic Northfielders on the pole banners
- Banners need the faces of the honored person on them
- Comm Engagement will meet with Thomas Aquinas and NMH soon
- Gala/town celebration: Ponce-Castro will bring Corinne Fitzgerald and their plan for a town celebration to the October meeting...**ACTION**.

Next meeting: Thurs., Oct. 6, 2022 at 6:30 in person. Quiet meeting room is preferred.

Adjourned at 8:10 pm, MOTION by Kahn, seconded by Ponce-Castro; unanimous approval.

Respectfully,


Mary King