

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

Nov. 3, 2022

### Minutes

**Present:** Stacy Bond, Lindsay McCarthy, Mary King, Joan Stoia, Steve Stoia, Magda Ponce-Castro, Pat Shearer, Rhoda Yucavitch, Alex Meisner. **Absent:** Bruce Kahn. **Guests:** Martha Morse, Norm Eggert, Jonathan Mirin, Kellee Davis.

**Called to order** by Bond at 6:36 pm.

**Piti Theatre Company:** Jonathan Mirin of Piti and Kellee Davis of the Northfield Elementary School spoke of the collaboration they are beginning that will involve the kindergarten, fourth, fifth, and sixth graders in researching, helping to write and acting in a play about Northfield's history. They would like to do this under the 350<sup>th</sup> Anniversary umbrella. Piti Theatre is experienced in working with towns and schools (<https://ptco.org>) and will likely receive grants from MA Cultural Council and perhaps Northfield Cultural Council, but both Kellee and Jonathan will appreciate any extra funding that might be available from the 350<sup>th</sup> Anniversary Committee too. The students will have a lot to say about the final topic of the play, and a major purpose of this project is the research and the telling of stories with impact which the young people might not know about otherwise. The play will be presented in spring of 2023! Committee reaction was excited and favorable.

**Norm Eggert, Photographer:** Norm has volunteered to be our chief photographer for 350<sup>th</sup> events. He volunteers for museum events too, and does it because he enjoys it. He has been into photography for 50 years, has taught photography for 25 years, and has a business (Norm Eggert Photography, <https://normeggert.photoshelter.com>). Martha Morse is our contact with Norm, please go through Martha to engage him. When he has images to send the 350<sup>th</sup> he will email to Martha and Stacy for download. Any processing of Norm's photographic images into other forms will have a cost, and should we want a book or something made from the images, Norm rents studio space with a partner and they would consider doing that. We can expect to receive photos within a few days at most from the time of shooting them. Norm is willing to photograph our prep events as well as our actual events. Thank you Norm!

**350<sup>th</sup> Dinner & Dance Update:** Corinne Fitzgerald, Shelby Snow, and Bonnie L'Etoile will be joined by Ruth Potee in planning this event. The Harvest Moon Dinner and Dance will happen the weekend before the parade/fireworks weekend, on Saturday Sept. 23, 2023. The updated 350<sup>th</sup> website will announce this event, and our upcoming community mailing will include 75 words or so describing and promoting it.

**Minutes 10-6-22:** **MOTION** by Meisner to accept, seconded by Ponce-Castro, passed unanimously.

**Fireworks & Venue update:** Bond has met with the Atlas Fireworks rep and Fire Chief Skip Donnell. At Four Star Farms an estimated 500 people can be seated on the lawn facing the river with hops fields to the right. Parking will be in the large lot. An estimated 2000' of red snow fencing will be needed, and Bond will investigate if fencing can be borrowed (Town Highway?) or if necessary, what the cost to buy is. *Since the Northfield Drive-In will not be our location for fireworks, Bond asks the committee to think about how the 350<sup>th</sup> might include the Drive-In in our commemoration?*



**February 350<sup>th</sup> Kick-off update:** Saturday 2/18/23 is in good shape with Roger Tincknell and Tom Ricardi at Northfield Elementary School, 9:00-noon. The PTO will sell food and children's activities will round out the morning; Mary Mayshark-Stavely and Deb Wood will oversee these. From 2:00 – 4:00 outdoor activities are being planned by First Light. For Sunday Feb. 19, the logistics are being worked out of presenting the Sokoki lecture in the Trinitarian sanctuary at 2:00 and hosting a gathering to see a display of 300<sup>th</sup> anniversary mementos in the basement meeting room following the talk.

**Promotional plan/sign:** Jesse's double-sided A-frame sign will be placed in front of Town Hall, and the committee's choice for the color band on that sign is blue. It coordinates with the color on the 12 utility pole banners (Persons of Impact) that the CE group is developing. Discussion ensued about other signs and it was decided to purchase a marquee sign that will be changeable in message in order to promote events that are coming up. Vinyl signs, either banner-like or oblong-shaped like the A-frame, will be placed in places around town: Billings' lot on rte. 63 south, Cha's on rte. 10, Jody's lot at 24 Main, intersection of rtes. 10 and 63 at Rockridge and the West Northfield Playground across the river. YAY! Promotional plans also include radio reminders (NEPM); Recorder newspaper articles, postings and a special insert; and a regional electronic newspaper getting the word out, J. Stoia said. The CE committee also recommends small "Event Today" signs for posting at venues in a timely fashion. The Kiln is an outreach newsletter that goes to 50 people now but will be expanded to a broader group by January.

**Treasurer's report:** McCarthy said that 3 online pottery orders have been received and filled so far. J. Stoia added that Northfield Mount Hermon has made a major gift of \$5000! In-kind and cash commitments now total \$58,000. The Stoias thank Lloyd Parrill, Martha Morse and Margie Conner for the diligent attention paid to these important fundraising efforts.

**Budget 2024 process:** do we need to ask for additional money from the town? What are the things that are not fully funded? The CE group will get a mailing out soon, promoting events and suggesting donations, and J. Stoia questioned if a town meeting appeal is counterproductive considering this. When asked, Selectboard member Meisner said that there is a time difference between a year-end appeal and when town meeting members will vote in spring 2023 on a money article which might be on the warrant. He said if we can identify and justify specific things that additional 350<sup>th</sup> funding will allow us to do, and make our case to the Finance Committee in January, that would be fine.

**Marketing/Sales 350<sup>th</sup> Anniversary Goods update:** 350<sup>th</sup> pins are for sale at Mim's, IGA, and Adria's Unique Florals, \$5.00 each. The pins were paid for by an anonymous donor so please buy a pin and wear it! It makes money for our 350<sup>th</sup> efforts.

**Chair's report:** Bond reported that she and King attended a meeting of the West Northfield Playground Committee. It is privately owned and operated by charging fees for use, and is a wonderful ADA compliant facility with a modern kitchen, two bathrooms, meeting area indoors, roofed picnic area outdoors and playing fields on all sides, parking too. Those at the Playground Committee meeting expressed interest in seeing 350<sup>th</sup> events about Satan's Kingdom and Hell's Kitchen, the railroad station, and West Northfield history generally. The playground facilities would be available to the 350<sup>th</sup> at no charge but they fill their dates fast, and are open seasonally from June through October. When possible, they would like to sell food at any 350<sup>th</sup> event held there to make some money to support the building and playground. King resolved to work on a railroad event and Bond got permission to put a 350<sup>th</sup> sign there, and to investigate an East Northfield vs. West Northfield sports tournament under the 350<sup>th</sup> banner! The Recreation Commission is willing to organize this with the West Northfield Playground.



**Open Focus Group Discussion:** included

- **Entertainment Group:** is looking into music for the Harvest Dinner and Dance; is ordering the sound equipment and will work with McCarthy on paperwork that needs to be signed; and is suggesting a 350<sup>th</sup> photo contest with categories and prizes. Bond reported in Kahn's absence.
- **Parade:** Ponce-Castro is working with the Town Administrator to get important quotes; is gearing up to build a group of volunteers by using social media to publicize tasks and areas where help is needed; will need up to 100 trained volunteers on Parade Day; expects 20 or so of them to need walkie talkies, and some requiring golf carts as there will be 6 or 7 divisions joining the parade from different sites along the route. The Stoias will be co-soliciting with Ponce-Castro. Anyone needing to contact the Parade Team, use [northfield350parade@outlook.com](mailto:northfield350parade@outlook.com) please, it goes right to Ponce-Castro.
- **Youth and Family Focus:** Shearer reminded us to save our candles for the luminaries along Main St. and all over town on January 1. We will want photographer Norm to capture this in photos too. Bond will get something out on social media. Also, on Sept. 16, 2023 there will be a Family Fun Run in conjunction with CISA (Community Involved in Sustaining Agriculture) and Four Star.

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

**Adjourned at 8:15 pm, MOTION** by Ponce-Castro, seconded by Yucavitch; unanimous approval.

Respectfully,



Mary King