

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

February 2, 2023 – Town Hall

### Minutes

**Present:** Stacy Bond, Lindsay McCarthy, Mary King, Pat Shearer, Martha Morse, Bruce Kahn, Joan Stoia, Steve Stoia, Magda Ponce-Castro, Rhoda Yucavitch. **Guests:** Norm Eggert, Barry Bordner, Patty Bordner, Shelby Snow, Misha Storm.

**Called to order** by Bond at 6:35 pm.

**Citizen input:** Golf Tournament— Barry Bordner has made a significant donation from himself and Patty Bordner to provide prize money for a golf tournament to be held at and organized by the Northfield Golf Club. Details include Saturday July 8 date, \$4500 in prize money, and a full field (72 entry spots available). Entry fee is \$80, and an awards banquet for golfers will be held after the tournament. Bordner gave a donation to the 350<sup>th</sup> committee so we could cut the checks for prizes. After discussion it was agreed that the tournament is a wonderful asset to be offered under the 350<sup>th</sup> banner and that the generosity of the Bordners, and the Snow family too, is admirable. It will be most ethical and clear cut however if the Bordners and/or the golf club issue the monetary awards, leaving no confusion about how town funds supporting the 350<sup>th</sup> are being utilized. Treasurer of the 350<sup>th</sup> Lindsay McCarthy returned the check to Mr. Bordner with thanks. Promotion and publicity will be offered by the 350<sup>th</sup> Community Engagement team to help make the tournament a success, and Norm Eggert, 350<sup>th</sup> photographer, will take photos too. **MOTION:** Bruce moved and Magda seconded that the check from Barry Bordner to the 350<sup>th</sup> be returned to Barry and that the golf tournament planners handle the paying of the award money that will be paid to golfers on giant-sized checks. It passed unanimously. History booklets – Misha Storm requested and was budgeted \$600 for the printing of multiple copies of 4 booklets depicting and describing four neighborhoods, East Northfield, West Northfield, the Farms and Main Street. This is not a library project but a personal one that Misha and Joel Fowler are working on. Their hope is that the library and the Historical Society could receive any money raised by booklet sales. After much discussion it was decided that because it is unlawful for town money to be donated to another entity, the funds raised by these sales cannot go to the library or to the historical society. Misha is leaning toward funding the booklets without using the 350<sup>th</sup> grant of \$600.

**1-5-23 minutes:** Pat moved and Martha seconded that the minutes from 1-5-23 be approved. Unanimously passed.

**Treasurer's report:** the most recent mailing to homes brought in donations of \$2700. At a cost to do the mailing of \$1100, it was very profitable! Joan asked how money within a focus group budget can be reallocated, and the answer is "you can just do it!"

**February 350<sup>th</sup> Kick-off update:** 300<sup>th</sup> coloring book – a controversial image of a tipi will be removed and replaced with an image of a longhouse. The PTO is happy to be involved selling food on the morning of 2/18, and while shows by Tincknell and Ricardi go on, the cafeteria will have a separate space for coloring and the creative arts in case some children need a variety of things to do. Pat has volunteers lined up. First Light has a lively afternoon for families planned too.

Bruce asks that if musical acts need mics or other equipment, please contact him directly.

Norm strongly advises that at any event where he is taking photos there be a sign posted alerting the public to this.

**Piti Theatre/NES:** The Stoias said that funding for Piti Theater is confirmed, and the event will happen in the fall. No other information was available.

**Marketing:** Joan reviewed how we're handling promotion of events. Stacy posts to social media, Lindsay posts to the website, and Misha creates event flyers using a template that credits our sponsors and gives us brand consistency. The Community Engagement group has aligned us with a digital marketing service which is helping



create our brand and promoting to newspapers, tourism services, and other outlets. WHAI recorded a radio ad for our kickoff weekend that we listened to...excellent; and future radio ads will be matched with upcoming events and the People of Impact pole banners.

Magda mentioned her need for parade volunteers and that they must meet specific requirements, and she asked that Stacy put a notice of this on Nextdoor. Joan said that young and enthusiastic employees of Northeast Paving are good candidates to help with the parade. Stacy said that there is a volunteer list already started that Martha maintains, and it notes the interests of the volunteers. Martha can assist Magda in the volunteer effort. Discussion of parade spending and t-shirts followed, and Magda mentioned t-shirts for parade volunteers. She also said that she works for a company which provides t-shirts and other swag, and that a discount might be available. That this could be a conflict of interest bothered some committee members. Joan reiterated the need to maintain our brand and acknowledge our sponsors, and Lindsay said that we already have a contract for t-shirts with the design elements all set up. She asked Magda to be in touch with her about volunteer t-shirts.

**Chair's report:** Four Star Brewery wants to use the 350 logo on cans of a commemorative beer they will brew this year. Discussion took place and it was decided that we need to investigate what portion of their revenues we might receive as a 350<sup>th</sup> fundraiser, if any.

**Open Focus Group Discussion:** Misha said that the library and Historical Society are sponsoring "Welcome to the Graveyard" on a Thursday in August at Community Bible Church. The Graveyard Girls will show slides of old gravestones and talk about their symbolism and history using photographs of gravestones in Northfield cemeteries as much as possible. **Exact date coming soon.**

**Fireworks Venue Agreement:** the venue form in google docs will be used, Stacy is working with the L'Etoiles and with Atlas to clarify this contract.

**Time capsule:** Stacy is in touch with Russ at the Tech School who can arrange for our capsule to be made by them. We will not bury it (place in town vault?), it will be of wood, and the size will be part of the discussion as we learn more from Russ. The committee should be considering what we want to put into it.

**Chicken barbecue:** Martha reported that Patter Field, working with Lisa of Franklin County Community Meals, is organizing a *free to Northfield residents* barbecue dinner on Sat. June 10, 4:30 at Trinitarian (after the Swan Singers concert). This will commemorate the 350<sup>th</sup> but not cost us anything. Thanks go to Trinitarian members again!

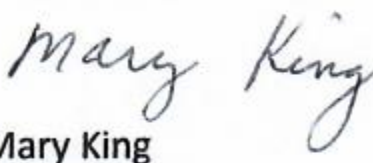
**Merchandise update:** Lindsay said that Tom White is making more crocks, our most popular item, and she has ordered glass mugs with logo from our swag supplier too. They will be lots less expensive. Some 350<sup>th</sup> pins have been converted to fridge magnets too, due to popular demand. Prices on pins and magnets are reduced, \$3.00.

**Garden Theater** (Greenfield) has offered to hold a Northfield Movie Night/afternoon to which residents will get in free. Do we get to recommend what film? Are there films about Northfield or filmed here which might hold special interest? This is not at all defined.

Meeting adjourned at 8:35 on a motion by Bruce, seconded by Rhoda, unanimous.

Next meeting: Thurs., March 2, 2023. 6:30 Town Hall.

Respectfully,



Mary King