

350th Anniversary Steering Committee

Oct. 6, 2022

Minutes

Present: Stacy Bond, Lindsay McCarthy, Mary King, Joan Stoia, Steve Stoia, Magda Ponce-Castro, Bruce Kahn, Pat Shearer, Rhoda Yucavitch, Alex Meisner. **Guests:** Martha Morse, Judy Wagner, Martha Tenney, Otis Wheeler, Corinne Fitzgerald.

Called to order by Bond at 6:30 pm.

TreeFiftieth Project: Judy Wagner and Martha Tenney described an effort to plant trees in town as part of the 350th commemoration. Guided by the report "Town of Northfield 2018 Tree Planting and Maintenance Plan", Wagner, formerly a city planner for the city of Pittsburgh and Tenney of the Northfield Garden Club said the TreeFiftieth Challenge aims to plant 50 trees along Main Street over the next few years. All work is volunteer, donations will fund the trees, Pam Eldridge has found a nursery partner to offer significant discounts on purchases. This is a tree planting effort and not a tree removal one. Working with MassDOT, figuring out rights of way, selecting tree varieties that can stand up to climate change are some of the challenges to work through. TreeFiftieth would like to work with the 350th, and is sensitive to the 350th Committee's need to fundraise for programs, projects and events already planned. Committee member comments included the possibility of asking Aquinas College to plant trees, and S. Stoia said that NMH alumnae may want the opportunity to sponsor planting memorial or honor trees in Northfield. The committee likes and approves of the TreeFiftieth effort --- what better gift from the 350th commemoration than 50 new trees from TreeFiftieth to the Town of Northfield?

BNCTV: Otis Wheeler said that BNCTV would like to record some of the 350th anniversary events. The sooner they know dates and locations the better, especially anything on weekends. There will not be a fee because they are funded through money collected by Comcast. If production assistance or editing is requested, fees may apply. Live streaming an event is now possible but more complex than recording for later broadcast on YouTube or the local cable station. BNCTV can also promote the 350th events, send those to them and Sandra at Town Hall too. Meisner mentioned that a promo video could be recorded at a Selectboard meeting and broadcast later. Kahn mentioned that he has video editing abilities also.

350th Dinner & Dance Update: Corinne Fitzgerald is working on a dinner dance proposed to take place during the Harvest Moon, on Sept. 23, 2023. She is working with Shelby Snow at the Northfield Golf Club. It would be an adult event, informal, a local food and drink celebration with a band. McCarthy said that the budget the 350th has for a community event is \$7000. J. Stoia said that at the business gathering held by Community Engagement, there was excitement for such an event and one estimate of cost at \$20,000, with ticket prices covering the caterer. General agreement was expressed by those attending that the 9/23/2023 date and a golf club location sound good, and thanks were expressed to Fitzgerald for spearheading this.

Minutes 9-1-22: MOTION by Kahn to accept, seconded by McCarthy, passed unanimously.

Fireworks & Venue update: Atlas Fireworks is coming to Four Star in October to determine the best location and logistics for the display.

February 350th Kick-off update: on Saturday 2/18/23 for our first event of the commemoration, Roger Tincknell and Tom Ricardi have been booked to do their musical and birds of prey programs, respectively, at Northfield Elementary School, 9:00-noon. Food and children's activities will round out the morning. From 2:00 – 4:00 outdoor activities will take place at First Light.

Jesse Morgan sign update: discussion took place of having a larger, "permanently" installed sign (for the anniversary year) at Rockridge on the intersection, or at Nancy Billings near the southern town line, or at "Jody's lot", the vacant space on Main St. where the Harvest and Cider Festival has taken place for two years. Much discussion took place, Shearer showed a sign alternative, the banner sign that has been made for 350th events at less cost and with more flexibility; and general agreement was expressed to continue to seek information and permissions from the landowners and from Jesse, our sign-maker. More discussion will be needed when our information is complete. Do we have a sign budget?

Treasurer's report: McCarthy said that online ordering from the website has been activated.

Marketing/Sales 350th Anniversary Goods update: While not selling merchandise there, Nancy Billings is definitely marketing our 350th Anniversary by having a scarecrow exhibit at Bernardston's Scarecrow in the Park event on the weekend of Oct. 15-16. Thank you so much Nancy! Yucavitch asked if the 350th will be offering less expensive merchandise as mementos for the 350th. A coffee mug with logo was suggested. The pottery is out of range for many in the current economic environment. Morse said that a glass mug or stein with logo was sold at Warwick's 250th, and was very attractive and popular. McCarthy will do research into other merchandise.

Chair's report: Norm Eggert, our main anniversary photographer, will be attending our November meeting and will take a photo of the committee in action. Show up, look good! Bond reported that she spoke at the Community Engagement meeting for businesspeople, and the Stoias said she was really fantastic. Bond continues to meet with the children's focus group, and said there has been an anonymous offer to give balloons to the 350th for a kids or family event, more on this later. The committee needs to think about focus group event costs and needs because we will have another chance to request town money in next year's budget. J. Stoia suggested that a mailing to households arriving in late November would do two important things, promote the 350th while engaging the community, and more than pay for itself as people donate.

Open Focus Group Discussion: included

- Entertainment Group is lining up Four Star Farm for a series of musical events. Kahn has been advised to put the order for sound equipment in soon because prices are rising. **MOTION:** made by King and seconded by Ponce-Castro to allow Kahn to order sound equipment in consultation with Bond and McCarthy in the amount of \$5000 or less. Passed unanimously. Discussion ensued. **AMENDED MOTION:** made by King, seconded by Ponce-Castro, that Bond and McCarthy have the authority to increase the amount of money to cover the order for sound equipment if needed. Motion passed unanimously.
- Ponce-Castro said she discussed furnishings needed for the parade route with school superintendent Patricia Kinsella. Kinsella said that 250 chairs and also bleachers will be available. The superintendent wants school children to be involved with the 350th, and Bond suggested that Kinsella be invited to a children's meeting. Ponce-Castro showed parade route

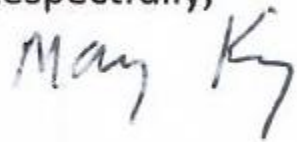
maps, route running Moody to Maple Streets. Bleachers will be set up at town hall and a small set at the school.

- Shearer reported that the 350th banner is for the use of anyone doing a 350th event. The fairgrounds exhibit that the 350th will do includes Christmas trees, signs and spotlights. There are many options for holiday lights now and we need warm ones, not harsh LED type. Donations of trees are hoped for, fresh ones if possible but artificial if necessary. Tree boughs too. And she will appreciate the temporary donation of 2 spotlights. Shearer also suggested that the Northfield Drive-In be asked to have a Family Movie Night. She also suggested that we have an event for 350th volunteers to show how much we appreciate them (great ideas Pat). Volunteers would like to receive meeting agendas and minutes too.
- Our theme being "Reconnecting Northfield" discussion took place about how to include all parts of town, Main Street, West Northfield, East Northfield, Rustic Ridge, the Farms, the Gulf Road neighborhood. S. Stoia said that holding events in venues located in Northfield's villages is a way to acknowledge them. History talks about our villages at the library would be another.

Next meeting: Thurs., Nov. 3, 2022 at 6:30 in person. Quiet meeting room is preferred.

Adjourned at 8:20 pm, **MOTION** by Kahn, seconded by Shearer; unanimous approval.

Respectfully,

A handwritten signature in cursive script, appearing to read "Mary King".

Mary King