

350th Anniversary Steering Committee

July 6, 2023 – Town Hall

Minutes

Present: Stacy Bond, Lindsay McCarthy, Mary King, Martha Morse, Magda Ponce-Castro, Bruce Kahn, Joan Stoia. Guests: Samantha Tavares, Robin van der Maat, Lisa Moore, Chief Jon Hall, Andrea Llamas. Norm Eggert, 350th photographer.

Called to order by Bond at 6:33 pm.

Citizen input: members of the parade committee introduced themselves. See Parade Update.

6-1-23 minutes: Bruce moved and Magda seconded that the minutes from 6-1-23 be approved. Unanimous.

Treasurer's report: Lindsay reported that 35% of the 350th budget has been spent with several big-ticket events still to happen. The utility pole banners came in under budget.

Merchandise sales update: the item on which we have done best making back the purchase cost is the mug. T-shirts are coming soon; we have grossed \$11,000 on merchandise sales so far.

Parade: Magda handed out a parade presentation agenda. She said that because our parade is on a state road it is more complicated than other towns' parades which used only town roads. More people are needed, and managing the details is demanding. The detour around the state road, our Main St., for traffic wanting to pass through/by Northfield is being carefully planned with the Northfield Police Dept. Highway Superintendent Tom Walker is providing cones and the 2 large MassDOT-required detour signs, a great money saver. Walker's department is willing to set up no parking signs on the early morning of the parade, at the direction of the committee as to placement. Chief Hall will make sure officers are in place as needed for safety, traffic and otherwise (8-12 officers and constables). Where roads are blocked off as closed, he recommends volunteers be placed to monitor and answer questions, at least 10 volunteers. Cruisers will be at the front and the end of the parade. Parking will be on the right side of the street. Main St. will be closed. Maple and East Sts. will be for people to get organized.

Mags said that there will be divisions and groups joining the parade from different locations. Walkie talkies will keep the divisions entering in the correct timeframes. Northeast Paving will provide people to help with staging at the front of the school, where the main viewing stand will be.

Magda also introduced her crew.

- Samantha Tavares is in charge of the craft market that will set up before and after the parade. Local crafters have priority. Crafters need to register. Samantha is also in charge of portapotties.
 - Robin van der Maat is organizing food for volunteers. The elementary school will be dedicated, parking spaces and food, to volunteers. Bruce will work with Robin on cabling, electricity, sound. There will be a handicapped accessible portapotty available, but no use of school bathrooms. Food will be delivered to volunteers using coolers, by golf carts.
 - Lisa Moore will volunteer at the place where she is needed most, to be defined.
 - Cheryl George is calling participants that the parade wants, and working with children in the parade.
- THANK YOU, VOLUNTEERS! THANK YOU, MAGDA!

Lindsay asked about the **legality of driving golf carts on the streets that have not been shut down**. Important to check this...

Bands for the parade were discussed. Mags assured everyone that there will be music in the parade, and has UMASS helping identify options.

PARADE SOCIAL MEDIA: also reviewed was the way to put social media for parade and other events on Nextdoor and other platforms. Stacy does it. If anyone wants to put a post out, talk with Stacy first.

MOTION concerning the **parade budget:** Bruce moved and Martha seconded that if the Parade Coordinator needs to expend money that exceeds the parade budget, the 350th Executive Committee will make the decision with Magda. Motion passed unanimously. Other parade details shared include that Mags will be working with the Stoias for parade coverage in the Recorder; Andrea and Kat will work with Lindsay on the 350th webpage info; the sponsors have a dispensation on deadline for entering a float in the parade; area fire departments have been notified; food trucks are being figured out, Pam Eldridge is helping, and hand food rather than plated food is preferred.

Baby Squid Ink proposal: a former Northfield resident proposed marketing t-shirts and other merchandise in honor of the 350th and giving the 350th committee (the town) a cut of the proceeds. Because the 350th has its own merchandise to sell, we declined her offer with gratitude that she had thought of her hometown in this way.

Chair's report: Alex Meisner has resigned from the 350th committee. Norm would like a map of the town and parade route. He has two helpers for parade day. There are issues with the QR code and utility banner connection to the webpage, complicated and time consuming. Four Star Brewery has a Northfield birthday beer on tap. The 350th softball game between Northfield and Deerfield at the West Northfield Playground will have food provided by the VFW for sale. Each player will pay \$5 into a pot and whoever wins the money can name the charity to receive it.

Open Focus Group Discussion: Bruce handed out ideas on a photo contest with 2 categories (kid and adult) and 4 350th categories, parade, fireworks, other events and people/family. Prizes would be swag, judges could be Norm and Bruce and one other. Needs development!

Remembering/Documenting: Joan said that the Recorder could do a video montage of the 350th year to memorialize it. Norm said that a company such as Blurb would take 150 of Norm's photos chosen by us with descriptions written by Northfielders (us). We could have a bunch printed for sale by us, or people could direct buy from Blurb or whatever company we worked with. More discussion needed.

Meeting adjourned at 8:45, we no longer had a quorum so no motion.

Next meeting: Thurs., August 10, 6:30 at Town Hall.

Respectfully,


Mary King