

350th Anniversary Coordinating Committee

July 1, 2021, Trinitarian

Minutes

Present: Stacy Bond, Steve Stoia, Joan Stoia, Martha Morse, Pat Shearer, Brian Brault, Mary King. **Not present:** Bill McGee, Susan Ross, Alex Meisner, Lindsay McCarthy, Rhoda Yucavitch. **Volunteers:** Sam Richardson, Bruce Kahn, Margie Conner, Michael Bird, Mary Key, Scott Key, Denise Winemiller. **Guest:** Bee Jacque

Called to Order: 6:30 by Bond

Minutes: of the June 3 meeting were passed with attendance correction and Anniversary Project Planner revision; motion by King, second by Morse, unanimous.

Treasurer's report: none available.

Advisory Group (Subcommittee) reports

Community outreach: J. Stoia thanked the outreach group for an excellent start. One bank has been approached, and at the next outreach advisory group meeting prospective other businesses will be considered. Target amounts are not being mentioned at this point; it's vital that the 350th committee define costs so the outreach advisory group can know what financial goal they are aiming for in future fundraising. A Pioneer Valley Symphony concert has been scheduled for 6/24/2023, 6-7:30 at the Northfield Golf Club (cost could reach \$2500 considering security, honorariums and advertising). On the topic of what the 350th can do for donors and supporters to thank them, acknowledgement in the Recorder insert is an important way, and names on t-shirts too. Bond passed some examples of Recorder inserts to S. Stoia (to eventually be returned to Christine Harris who will create our insert).

Marketing: Tom White asked for and has been provided with the 350th logo. We should develop a bookmark for the library to give out, and handouts for distribution at events in the year of the commemoration. Harris will do the Recorder insert, the Stoias will handle tv, radio and other print promotion, and Michael Bird offered to do social media PR, including posting onto our webpage.

Programming:

- Time line of events so far: Our kick-off for the 350th will happen in February 2023 (18 + 19) with a Winter Carnival (pray for snow). Plow Days is "scheduled in pencil" for April, and the parade will be on the September 29, 2023 weekend. The symphony concert in June rounds it out for now. We also have fireworks planned...at the Northfield Drive-in, but the date? **ACTION:** we need a visible calendar to keep us on track.
- Parade: as above, no new info

- **Historical:** Ross cannot chair the advisory group, King and Richardson will coordinate an initial meeting soon. New members and their interests include Margie Conner of the Ridge Association, and Mary Key who is director of the C.S. Lewis Center. Also, the website needs a short history of Northfield, and Jacque suggested the "history in a nutshell" document created for the new Open Space Plan.
- **Kid's programming:** Shearer, with Yucavitch assisting, is updating a coloring book featuring well-known buildings and places in Northfield, which was part of our last commemoration; a May Pole dance, and other interactive and fun activities and events.
- **Entertainment:** this overlaps with programming, and hopefully will include musical events and other entertainment. New volunteer Bruce Kahn is a natural here. Other things that would work are a town wide tag sale, town wide treasure hunt, the Deerfield Valley Arts Association (DVAA) fall fabric arts show featuring clothing through the years (Abenaki, colonial, flapper, Hippie, etc.) on exhibit.
- **Agriculture:** no report
- **Religious Heritage:** hoping that Ed Emberley can coordinate this, his summer Road Races now conflict with 350th meetings.

List of town groups: a letter of information and invitation to participate, on stationery with logo will be emailed to these groups in the fall.

Master Schedule: Morse is maintaining one and will look for an online calendar that all 350th committee members can access.

Website: www.northfield350.org

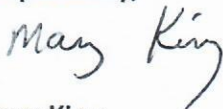
Mail, announcements, unanticipated business: Brault suggested we have a Google group for ease of storing and accessing shared things and information. Is he able to set one up for us?

It was suggested that we have Advisory Groups and Coordinators instead of subcommittees and chairs. A subcommittee to a town committee has more requirements on it than we need, and 'Chair' is intimidating. General agreement here.

Next meeting: Thursday August 5, 6:30, Trinitarian.

Adjourned at 7:29, motion by King, second by Morse, unanimous.

Respectfully,



Mary King