

350th Anniversary Coordinating Committee

October 7, 2021, Trinitarian

Minutes

Members Present: Stacy Bond, Bill McGee, Lindsay McCarthy, Joan Stoia, Martha Morse, Pat Shearer, Brian Brault, Rhoda Yucavitch, Mary King. **Not present:** Steve Stoia, Susan Ross, Alex Meisner, Christine Harris, Carol O'Brien. **Volunteers:** Bruce Kahn, Kackie St. Clair, Magda Ponce-Castro, Nina Colombaro, Leslie Cameron.

Call to Order: 6:30 Bond. **Minutes** 9/2/21 passed unanimously, motion Morse, second Brault.

New interested citizens Leslie Cameron and Nina Colombaro were welcomed. Cameron said she will help where she is needed, and Colombaro is interested in the History Focus group.

Vice-chair position: Brian Brault agreed to be committee vice-chair. His skills with financial records, his computer skills, and his experience on town committees make him a very good candidate. Morse moved and McGee seconded that Brian Brault be elected vice chair of the 350th Anniversary Coordinating Committee, approved unanimously.

Project handling process: Brault spoke of defining a process for handling project plans submitted by focus groups and/or citizens. We have \$10,000 from the town as seed money so far and need to be ready by January to present to the Finance Committee our request and supporting data for a considerably larger town appropriation for FY2022-23. We need a timeline for how and when funds are coming in (fundraising, sponsorships) and how much will be needed to spend, and when. A project can cost money, it can raise money, or it can have no financial effect on our bottom line. We need a project approval process that's consistent but flexible too, and we should have answers for things that may come up: can an outside group fundraise for the 350th? How do we keep tabs on that? Kahn made the point that projects may come from a focus group but is focus group involvement necessary to it? Brault said that the related focus group's voice is essential in the project approval process, and Stoia added that who else would have the background to help make these approval decisions? It is clear that projects are approved on the basis of funds available or expected to be available. King offered to be the coordinating committee's worry wart.

Stoia said that the Engagement committee needs completed project ideas that can be offered to possible funders/sponsors. A developed idea should be put before the appropriate focus group for a content check before it goes to Community Engagement. Regarding an outside group fundraising: it needs to come through the committee first, and if the group presenting the idea wants a share of the proceeds, that will work as long as 50% or more goes to the 350th. We need a boilerplate letter from the town that will state that a fundraising group is raising money on behalf of the 350th anniversary. McCarthy pointed out the importance of earmarking funds for the commitments the committee has already made (fireworks, posters) even before final approval of that project. Stoia reviewed sponsorship levels and reminded the committee that any project should include in its financial request the advertising costs for the event. Steps in its timeline should be clarified so that sufficient funding is available to relevant focus groups by the dates needed. The role of focus groups in the project process (evaluation, review, financial considerations) needs further clarification.

Stoia left the meeting at 7:20 pm.

Treasurer's Report: Financial planning--- McCarthy distributed a sample Excel doc available on the Google drive for tracking by focus group. Additions to the doc will go through the treasurer, McCarthy, who will receive information from the focus group coordinator and download to the Google drive. Comments about the Excel document by email to her are welcome or can be presented for discussion next meeting. McCarthy also handed out directions for accessing the Google drive. The drive is editable by focus coordinators or their designees, and read-only for others. Remember that Open Meeting Law mandates that this drive is not used for discussion of issues.

Focus Group reports:

Programming:

- Parade: McGee has eight great people working on this focus group. Some parade segments are old cars, tractors, fire trucks, a fly over, an Atherton family float, the high school band, and the possibility of the National Guard Band marching and a concert later in the day. Bob Henry, VFW, is excited about all of this, and Magda Ponce-Castro has contributed lots of ideas and time. The Parade Focus group meets again on Oct. 20, and developing a rough idea of a budget is on the agenda.
- Historical: Lisa Brooks, Abenaki author of *Our Beloved Kin* and professor at Amherst College will speak on King Philip's War, invited by the Dickinson Library. The focus Religious Heritage will be taken up by the History Focus group. "History Outdoors" is getting attention, and the Open Space Committee will be asked to cooperate in this, and Julia Wiggin of the History Focus group will be a good person to meet with the Children's/Education focus group.
- Kids programming: Shearer and Yucavitch are working toward involvement by the schools. Ponce-Castro suggested involving Matt Atwood, Dickinson's Programming Librarian, because he is dynamic and works well with children.
- Entertainment: Kahn and McGee are the only group members so far. It was suggested that a brainstorming session be offered in hopes that people with ideas but no interest in being on a committee might get involved.

Website: www.northfield350.org Bond wants to hear suggestions about the look of the website, and what content it needs. Email her with your suggestions by 10/22.

Mail, announcements, unanticipated business: none

Next meeting: Thursday Nov. 4, 6:30, Trinitarian.

Adjourned at 8:00, motion by Shearer, second by McGee, unanimous.

Respectfully,

Mary King