

350th Anniversary Steering Committee

March 2, 2023 – Town Hall

Minutes

Present: Stacy Bond, Mary King, Pat Shearer, Martha Morse, Bruce Kahn, Joan Stoia, Rhoda Yucavitch. Guests: Shelby Snow, Pam Eldridge, Barbara Lemoine, Patter Field, Janna Walters-Gidseg.

Called to order by Bond at 6:33 pm.

Citizen input: Barbara Lemoine of the Northfield Bird Club expressed interest in cosponsorship of events with the 350th. Initially her interest was in the Mill Brook walk but since that will emphasize the early industries of Northfield with Annie Chappelle, another History Outdoors walk might be better. The Bird Club will promote the 350th outdoor events to their membership and will remain in touch about other cooperative possibilities (with King).

Janna Walters-Gidseg, Executive Director of the Pioneer Valley Symphony, described the “PVS at the Movies” theme that the June 25 symphony **concert** will feature. It is a 60-minute musical program, and because of a family audience we decided on a 20-minute break 35 minutes in. It will allow the 350th to engage with the audience, bathroom break, pop-up sales etc. Parking: 60 spaces needed for musicians close by. Get permission from the Trinitarian Church for their lot, from the Greenfield Cooperative Bank for theirs too. We need parking volunteers, and perhaps use of the 6-passenger golf cart too for moving people. Should PVS publicize? After some discussion, “Yes”! Janna suggested a 5:00 start rather than 5:30 to give us a “rain delay” buffer... **we made this change, note to calendar keepers.** We will need one mic and a PA speaker, **Bruce**. Who will emcee? PVS would like to receive \$2025 from the 350th as soon as possible for early expenses, **Lindsay**.

Patter Field of Trinitarian, aka TCC, is working with Lisa Dewitt of the Franklin County Community Meals Program to hold a 350th community barbecue at TCC on June 10 at 4:30 after the Swan Singers concert in the sanctuary that will run from 3:00-4:00. The lower parking lot needs to be mostly empty for BBQ prep, differently-abled parking and meal preparers. *Patter will need help, and the 350th committee promised to provide that.* Music is planned, and Patter will ask the musicians if a sound system is needed, and if so alert Bruce. Patter will contact Ruth Potee about a strawberry shortcake dessert. Two sittings, without reservations but advertised as at 4:30 and 5:30, were discussed for this free “Northfield Town Barbecue”. This is a big effort, thank you Patter and Lisa!

Thomas Aquinas College (TAC) will provide two campus tours on Saturday June 24 with a reception between. Tentatively the tours will be at 10:00 and at 2:00, with a limit of 20 registered for each tour. TAC will take care of the registrations and Peter Weis, archivist at NMH and local historian, will lead the tours. The Stoias are in touch with TAC (Joan spoke in place of Patrick Ford), and Ford told the Stoias that the college wants to have a choral group march in the 350th parade, **Magda Ponce-Castro take note.**

2-2-23 minutes: Bruce moved and Rhoda seconded that the minutes from 2-2-23 be approved. Unanimous.

Treasurer’s report: tabled.

Annual 350th report: who are your valued volunteers? Email Mary asap so this year’s report can give them credit.

Piti Theatre/NES: Joan reported that all funding is solid but they have not heard from the NES teacher. The event will happen next fall, it will include a live play and a video component for posterity, and it will stay within budget. Stacy will urge the school to acknowledge the new schedule for this important event (NES principal Trill and Kellee Davis, teacher). The Stoias remain the contacts for this event.

Parade: Andrea Llamas' sister-in-law Kat is working on the parade with Magda, specifically on the participant line-up, so please refer anyone who wants to be in the parade to her and to the website's Join in the Parade form at northfield350.org. Kat's email is katkennedy250@yahoo.com. Magda is handling parade logistics.

Chair's report: MOTION: Mary moved and Joan seconded that Stacy be authorized \$200 for the purchase of a **zoom account** to be used by the 350th committee, with its use to be scheduled and monitored by Stacy. Passed unanimously. (Pat needs to use it March 8). The **Finance Committee meeting** about additional money for our budget went quickly and painlessly. A **donation of \$200 to be used as prizes** at 350th events has been received anonymously. A treasure hunt by Cate Woolner was suggested. This will be investigated. Taking **photos of children** and any legal issues was brought up. This will be investigated and reported on at the April meeting.

Open Focus Group Discussion: Pat would like the large 350th sign to be moved from her yard to another location.

The issue of who is charge of the CISA Fun Run in September came up. We agree to participate but are not in charge. It is thought that First Light initiated it.

Pat will hold a 350th gingerbread making event at TCC on December 3, **add to calendars please Lindsay and Martha.**

Bruce needs volunteers. He will get something to Stacy for social media.

Fireworks: Stacy is working with the company, the L'Etoiles and the town to get all insurance organized including a rider on the town insurance policy which the L'Etoiles request. Crowd control using town police will be used (they do 4-hour shifts, we will hire 2 officers, \$52 per hour per officer). Atlas has been bought by Pyrotecnico. Overflow parking and advice on portable toilets will be sought from the L'Etoiles.

Dinner/dance: moving forward after an issue about the caterer, all set now.

Golf tournament: Joan described many exciting aspects of what promises to be a great event using golfing terms that were understood only by the golfers present. The Bordners are extremely organized and expect this to be a very popular and prestigious event attracting talented golfers. 350th advertising will help. The 350th committee members agreed that the effort and financial backing by the Bordners indicates that they are 350th major sponsors.

Merchandise sales: Joan offered a tabletop easel and a poster sign for use at pop-up sales. Discussion took place about offering table space to nonprofits and organizations other than the 350th for sale of their merchandise. It is agreed that allowing other organizations to have a table staffed by their rep is fine but our table will be for 350 items only. Also, we should take the prime spot in the room if it's our event. King added that when we will be selling merchandise, we should promote it in advance because some 350th items are more costly, we don't take credit cards, and we want people to be prepared to buy from us with cash or checks. A **MOTION** was made by Pat and seconded by Joan that Northfield Doors posters be available for sale at Wave Lengths hair salon on Main Street. Linda Steiner is delighted to do this.

Alternate use of Entertainment budget: Bruce would like to use some budgeted money to cover a bar tab for musicians contracted to play for 350th events at the Brewery. He will check about the legality and ethics of this at town hall and report back next time.

Policy making by larger committee: discussion took place about which matters should be brought to the 350th committee meetings for decisions. While some things require quick action it can lead to inconsistency and unfairness if some decisions are made in the moment rather than deliberated. If something is minor and will not affect others on the committee, a quick decision may be fine. If a decision will affect others or how they might handle a situation within the sphere of the 350th anniversary, bring other committee members into it. It makes sense for the executive committee to discuss and bring to the full committee recommendations to be voted on.

Logo use: a **MOTION** made by Joan and seconded by Bruce that *the 350th logo is for the exclusive use of the Northfield 350th Anniversary Committee. Others wishing to use the logo for events under the auspices of the 350th*

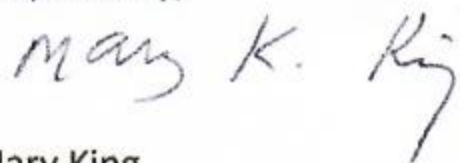
anniversary must ask permission to use it. Passed unanimously. The webpage should include a message saying "The 350th anniversary logo is the exclusive property of the Northfield 350th Anniversary Committee and cannot be used without permission" ... attention **Lindsay**.

Time capsule: A wooden container will be placed in a fireproof vault. The committee should be considering what we want to put into it.

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

Next meeting: Thurs., April 6, 2023. 6:30 Town Hall.

Respectfully,

A handwritten signature in cursive script that reads "Mary K. King". The signature is written in dark ink and is positioned above the printed name.

Mary King