

## 350<sup>th</sup> Anniversary Coordinating Committee

August 5, 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, Joseph Stacy.

**Call to Order:** 6:30 Bond. **Minutes** 7/1/21 passed unanimously, motion Brault second McGee.

**New volunteers** Kackie St. Clair, Joe Stacy and Magda Ponce-Castro were welcomed.

**Treasurer's report:** no report.

**Administrative communication:** Brault said that GoogleDocs can be set up with a gmail account, and many can access it. It is best to limit the people able to change the documents, and he recommended that 2 people have editing rights. The point is to have a centrally located and accessible place for materials, with controlled access. It was suggested by King that Brault and McCarthy be the assigned "editors". The website is up in a basic fashion. Morse has a calendar of events for the 350<sup>th</sup>, which will be on the website as soon as is possible.

### Focus Group reports:

Community engagement (now includes Marketing): J. Stoia will be happy to welcome Ponce-Castro to the Community Engagement group. The group engages with corporations, small businesses, former & summer residents and current residents of Northfield. In the works now are development of a marketing plan, figuring out how to finance it, and ultimately bringing back the PR developed to the full 350<sup>th</sup> committee. Right now, pricing the cost of a series of Northfield History Minutes on WRSI radio is an important task, as well as identifying the luminaries and everyday heroes who may get their "Minute". Stoia thinks that every radio ad will generate about 4 other sponsorship and PR opportunities for the 350<sup>th</sup>. WRSI is widely listened to and therefore expensive.

### Programming:

- **Parade:** McGee pointed out that by August '21 we should be asking who wants to be in it? What VIPs are we inviting, and how soon? Also, we need to be working on the timeframe, the route, the order of march. Also important in the next months are the externals: the viewing stand and who will be on that, where will it be, what about flying the town's American flags, etc. Lots to do (thanks for instilling the fear of the Lord, Bill) and Meissner, McGee, Brault and Joe Stacy will work as part of the parade focus group.



- **Historical:** King said that one History Focus meeting has taken place. The Moody Center and C.S. Lewis Study Center are represented, as is First Parish Church and the Historical Commission, plus Margie Conner represents Rustic Ridge and Sam Richardson represents the general community and our wonderful trails and open spaces. Our 350 years since Europeans stepped on Abenaki land here have three natural divisions for us to plan around: the first 50 years when the English were learning from and engaging with the Indigenous population, including early settlements, skirmishes and King Philip's War; from Northfield's charter as a town in 1673 until 1973's 300<sup>th</sup> Anniversary commemoration in 1973; and the last 50 years of local history in Northfield, 1973 – 2023. Other people interested in planning historical events during our 350<sup>th</sup> are invited to join in.
- **Kids programming:** Shearer and Yucavitch are thinking of events that will occur throughout 2023 and give children experiences to remember. Caroling, sugaring, historic reenactments, a May Pole, a bike parade are some of the possible events. Ponce-Castro reminded that we need to be conscious of and sensitive to Indigenous concerns; we will continue to remember this. (Aside: the History Focus group is also considering Indigenous appreciation events for young people, possibly working with the schools and the Elnu Abenaki. At what point should consultation with the Kids Programming group happen?)
- **Entertainment:** Kahn and McGee are working to get sound systems, concerts, and other events planned. Kahn will seek more members.
- **Agriculture:** no report. Should we entice Nathan L'Etoile onto this focus group?
- **Religious Heritage:** no report, no Coordinator.

Discussion ensued about ways to use meeting time more effectively. Suggestions included limiting the group reports to 5 minutes each, putting group reports in writing so meeting time isn't taken up, limiting the meeting to one hour no matter what, using Google Docs more for reporting out. Brault said that Google Docs is limited in usefulness in this regard, Shearer said that one hour won't always be sufficient time and we should take the time it takes to do the job. Agreement was reached on the fact that we all need to be conscious of time and concise in our presentations and comments. Agenda could be developed with the important things only included.

**List of town groups:** a letter of information and invitation to participate, on stationery with logo, will be emailed to these groups soon, in the fall. It will be the invitation to have a float in the parade or to be a vendor, sponsor, etc. Morse and McGee will meet to discuss this effort; also needing discussion is outreach beyond our town to the wider world.

**Mail, announcements, unanticipated business:** none

**Next meeting:** Thursday Sept. 2, 6:30, Trinitarian.

Adjourned at 7:40, motion by Morse, second by Brault, unanimous.

Respectfully,

May King