

275TH ANNIVERSARY PLANNING COMMITTEE
WEDNESDAY, SEPTEMBER 29, 2021
6:00 PM
MEMORIAL CONFERENCE ROOM
MERRIMACK TOWN HALL.

Members Present: Laurie, Chuck, John, Bob, Anita, Jordan, Matt

Call Meeting to Order: 6:02 pm

Review Minutes of September 8th, 2021: Chuck made a motion to approve the minutes as presented; Seconded by Bob. Motion passes 5-0-2.

Old Business:

- **Historical Society Scavenger Hunt Update:** Matt reported that 111 people have now completed and returned the scavenger hunt forms. We talked about awarding the random raffle prizes at the October 30th festival. Matt suggested accepting completed scavenger hunt cards up thru October 28th and then calling the winners in advance with the option to pick up at the festival vs. trying to make announcements at the festival and hoping people are there. The committee seemed to like this idea.
- **Commemorative License Plates Sales Update:** Matt reported that we have sold 169 plates and is hoping to sell the rest at the festival.
- **Recipe Book Sales Update:** Matt reported that we have now sold 80 cookbooks with 20 remaining.
- **Town Hall Historic Photo Gallery Update:** John reported that he has been really busy the last few months but got a volunteer (Janice Brown) to help put together the next photo display. The order is changing and so the next display is going to be photos of soldiers from Merrimack. They are currently finalizing the verbiage now and are planning to send them to the printer on Friday or Saturday this week.

The photo display on Bridges and Mills will be pushed out the next display afterwards. John is still planning on completing 6 months of displays which may carry into the New Year but will all get done.

- **Report on programs:** Chuck reported that the Windsor chair he build has been brought to the library and is drawing a lot of interest in it. He also reported that on September 11th, he performed the walking tour of Twin Bridge Park which had 10 people in attendance and on September 25th, the tour of Watson Park also went really well and also had 10 people in attendance. He felt that people were really enjoying learning about Merrimack's History. Matt thanked Chuck for offering the workshops.
- **Update on October 30th Festival & Fireworks Display:**
Matt presented an overview of the plans for the combined Halloween/275th Festival event on October 30th. The event will be held at Wasserman Park and will be entirely outside. The overall schedule is as follows:
 - 2:00 - 5:00 PM - Free Games, Activities, Information Booths, Raffles, Food for sale, etc. Matt reported that he currently has more than 25 business & community groups already registered to participants and expects more to come in.

Anita confirmed that the Historical Society can setup a booth. The 275th Committee will also have a booth with the bridge model for people to view and to sell their clothing items and accept donations. We have 5 banners that are new that never got put up and so Matt suggested using those as the raffle prizes for those completing the scavenger hunt. We could then take down the other banners and sell them at the event for those that might want them.

- 5:00 - 6:30 pm - Concert in the Park - Performer Whiskey Business. Matt reported that he saw this band perform at the Auburn Fall festival a couple of weeks ago. Auburn had an event similar to our event which was followed by fireworks and they were really well received.

Matt also reported that Consolidated Communications reached out to him and wanted to be a sponsor of the event and are going to sponsor the band so there will not be a cost for that concert. He reported that the donation will be going to the Town Council at their next meeting.

- 6:30 pm - Fireworks Display at Wasserman Park.

We are looking at "3 and possibly some 4" in shells which will be shot from the football practice field in the park. We will need to erect a snow fence essentially from the path that comes from the Dog Park parking lot, across the field to the path that goes down to the beach. All spectators will watch from the softball field/playground/function hall area and since its wide open there will be an excellent show. The cost of the fireworks is \$15,000.

Matt reported that even without fireworks this event typically draws over 1,000 people and so he met with the Police Chief to talk about parking as well as the idea of a shuttle bus. We are envisioning the potential for more than 1,000 people. The Police Department is working to get their police volunteers to help with parking but we are also going to need 1 – 2 Detail Officers to help.

Matt spoke with the School District and got permission to use the parking lot at Thornton's Ferry School to run a shuttle bus from the school to Wasserman park from 2:00 – 7:15 pm. He reported that he has made arrangements with STA Transportation. Per Federal mandate, masks will be required for anyone over the age of 2 while on the bus. We will have extra boxes of masks and hand sanitizer available at the event

As we discussed at the last meeting, Matt is modeling the event after what Rotary normally does for 4th of July with other games & activities. We won't have bounce houses per se' but will include other games and things for people to do aside from what is provided by the local business & community groups. These are the expenses that Matt has identified that are specific needs for the 275th Celebration above and beyond the expenses of a normal Halloween Party year.

Event Budget Items

▪ Fireworks	6:30 pm	\$15,000
▪ Buses	2 – 7:15 pm	\$475.00
▪ Police Detail	\$256.72 x 2	\$513.00
▪ Porta Potties	8 Units	\$571.25
▪ Commemorative Photo Booth		\$600.00 get free keepsake photo
▪ Mini Golf Event	9 holes	\$625.00
▪ Caricature Artist		\$595.00 free keepsake drawings
▪ NH Historical Society Presentation		<u>\$100.00</u>
Event Budget Estimate		\$18,479.25

Matt stated that back in the spring when we proposed our rough budget for this event to the Town Council, we had asked for \$25,000 from last year's 4th of July funding so we're still under budget at this point. Matt reported that he is still looking for additional items to add to the list; specifically to tie into history. Unfortunately none of the military reenactment groups are available to participate in the event.

Matt asked the Committee for other ideas on things that we could add. Bob suggested Hayrides as a possible option. Matt said he would look into it, but that he had a horse drawn hayride at the winter carnival a few years ago and it was too much of strain on the horses to go up and down the park road and so we would have to find one that is pulled by a tractor. Bob also suggested a jackolantern carving contest with prizes which Matt said he would look into.

New Business:

Digital Marketing Plan Update

Jordan reported that he received the revised feedback that we sent after the last meeting and made those requested changes. The ads are up and running on various websites targeting to people that are connecting to their computers in Merrimack. When the ad shows up it links them to the summary on the project that Chuck wrote and then at the bottom of the page is a link that says click here to donate to the project. In response to the Committee questions from last meeting; there is no way to put an audio file on it. The banner will appear on 1000 different websites and the length it is shown varies by the website. The minimum is 15 seconds whereas other sites will keep it on until you

change the page. Jordan said the add needs to run a little longer before we have a good results and whether the cost was worth the investment.

Review of pricing for Postcard mailing:

Laurie provided an update on the fundraising postcard working and is currently waiting on the graphic design for the other side but hopes to be able to get the completed card to Alpha Graphics soon to get the mailing out to households soon. Bob suggested a correction on the postcard by capitalizing the word future.

Next Meeting Date: A date for the next meeting has not been set. Matt will email everyone with some possibilities.

Motion to Adjourn: Bob made a motion to adjourn at 6:45 pm, seconded by Anita. Approved 6 -0.