

275TH ANNIVERSARY PLANNING COMMITTEE
WEDNESDAY, SEPTEMBER 8, 2021
MEMORIAL CONFERENCE ROOM
MERRIMACK TOWN HALL.
6:00 PM

Members Present: Matt, Bob, Paul, John, Chuck, Laurie

Call Meeting to Order: 6:10 pm

Review Minutes of August 10, 2021: Motion to approve as presented made by Chuck, John 2nd, Minutes approved 4 - 0 - 2.

Old Business:

Historical Society Scavenger Hunt Update: Matt reported that 103 have completed the scavenger hunts at this time and are still coming in every week.

Commemorative License Plates Sales Update: Matt reported that we have sold 168 plates so far with 31 plates remaining.

Recipe Book Sales Update: Matt reported that 77 books have been sold with 23 books remaining.

Town Hall Historic Photo Gallery Update: John reported that he is still working on the next photo series but was hoping to send the next batch to the printer next week.

Update on October 30th Fall Festival & Fireworks Display

At the last meeting, we had talked about the idea of reaching out to Budweiser as a possible host for a 275th Fireworks Display. Matt reported that he met with Budweiser to discuss the possibility of having fireworks shot from their venue and the possibility of doing the festival there as well. Budweiser were open to hosting both events, but stated that as they went thru the event logistics he felt that it would be better to do the Festival during the Day at Wasserman Park following by fireworks at Budweiser at night.

Matt reported that for the festival at Wasserman Park, he was thinking probably 10 am– 2 pm and we would invite business & community groups to run games and activities as we traditionally do for our Halloween Party and adding in the things Rotary normally offers on the 4th of July.

- Music
- Face Painting
- K-9 and other Demonstrations
- Costumed Characters
- Kids Area – obstacle course, photo booth, etc.
- Invited 2nd Regiment but haven't gotten a response yet
- Would like to have an information booth for
 - Historic Committee
 - Heritage Committee
 - Bridge Fundraising Committee with items to sell as well as public awareness
- We would also announce the scavenger hunt raffle winners

At night at Budweiser, he was thinking of a concert for 90 minutes before the show and then the fireworks display. We typically spend \$15,000 on the Fireworks display. Sunset is at 542 pm and so fireworks at 6:30 or 7:00 pm and would mean the concert would start at 5:00 or 5:30 pm

Budweiser doesn't have any food on site anymore and so they suggested inviting in food trucks in. They also wanted to set up a beer tent which they would obviously handle the safety & logistic aspects of checking id's etc. They are not charging us any fees to use the problem as they normally charge other groups. There was some concern about hosting a Town Family Friendly Event at Budweiser and there was a suggestion to see whether fireworks could be done at Wasserman Park so that the festivities wouldn't have to be split into a day event followed by an evening event.

Matt then asked the Committee their thoughts? Chuck reported that he didn't think we should do an event at Budweiser and liked the idea of live entertainment and fireworks at Watson Park which also supports the Town Center Concept.

Paul suggested that if we used Food Trucks maybe we don't charge them a fee to participate but encourage them not to charge attendees as much. Invite to be there and get name out to the public and that's their donation towards the event.

Yvette liked the idea of keeping fireworks and the festival all in one location. Paul suggested a combined event with festival and fireworks at Wasserman Park. He also suggested we look into Elbit Systems Fields.

Matt will reach out to Atlas Pyrotechnics to see whether Wasserman Park could host the fireworks; verify if fireworks could be done at Watson Park and then we will make a decision.

Upcoming Programs & Events

Matt reported that Chuck's History of Twin Bridge Park is scheduled for this coming Saturday, September 11th. Laurie reported that the school volunteer club doesn't have ability to provide volunteers to record the event. Yvette volunteered to attend and record it.

New Business:

Fundraising Committee Update:

Digital Marketing Plan Update: Jordan wasn't able to attend the meeting but send a sample just before the meeting and is looking for feedback. No marketing materials have gone out yet.

Paul stated that he felt the message needs work. John feels we need better messaging about why the bridge/grist mill is there. Needs a little story or theme. Click now brings you to the write up "Give to bring back history" (not give to the Town of Merrimack. A story and then at bottom of write up On logo - 275th Celebration - click here to donate. Yvette suggested "Building a bridge to Merrimack's Future" as a tag line which everyone seemed to like a lot.

The Committee had the following questions for Jordan:

- 1. How long does the ad appear?**
- 2. IS there a sound bite with this?**
- 3. The committee is also wondering where on the website is the introduction Chuck last month?**

Lastly, understanding that Jordan has been tied up; Paul felt that Jordan needs to provide the administrative access to the website so that if we need to make a change to the site we can do that without having to wait for Jordan to get to it.

Matt will reach out to Jordan with the questions as well as the request for administrative access to the website.

Review of pricing for Postcard mailing:

Laurie reported that she met with Frank Lagana at Papergraphics about doing a Postcard mailing which would include the all homes and businesses in Merrimack which would be bundled by route. The Total including printing and postage would be \$3,566.28 which would cover 11240 homes and 615 businesses in Merrimack for a total of 12,455 postcards to go out at a cost of .286 cents each. Laurie said that pending approval, she will need help with the graphic design work to take her rough draft and turn it into a professional looking postcard. Yvette suggested Jen Jobin who used to be on the Library Board and works as a graphic designer. Yvette said she would reach out to her to see if she can help us. Yvette made a motion to expend up to \$3,600 for a postcard mailing. The motion was seconded by John and approved 8 – 0.

Laurie also reported that she is working with Mike Petrocelli on the hats and he suggested a blue color hat with 275th on it instead of the bridge which would be expensive to screen. Laurie wants to keep the cost of the hat under \$10.00 It was suggested that we also put the Town Seal on it instead of just the words Merrimack 275th. Matt will send Laurie Town Seal.

Comments from the Public: None

Next Meeting Date: Wednesday, September 29th at 6:00 pm in the Merrimack Memorial Room.

Adjourn: Laurie made a motion to adjourn at 7:25 pm. Motioned seconded by Yvette and approved 8 – 0.