

275TH ANNIVERSARY PLANNING COMMITTEE
MONDAY, APRIL 19TH
6:00 PM
VIRTUAL MEETING MINUTES

Members Present: Matt Casparius, Paul Micali, Anita Creager, Barbara Healey, Chuck Mower, Yvette Couser, Chip Pollard, Laurie Rothhaus

Call Meeting to Order: 6:01 pm

Review Minutes of March 29th, 2021: Chuck made a motion to approve the minutes as presented. 2nd by Anita. Approved 8 – 0.

Old Business:

Review of April 9th Kick Off Event

Matt reported that overall I thought it was a good event with perfect weather and we had 55 people in attendance all socially distanced. Our primary focus was the presentation of the Boston Post Cane Award and the presentation of the Citations. The Merrimack Journal did a story on the Boston Post Cane Recipient that was printed in the April 18th issue.

We had proclamations from the House of Representatives, State Senate and Governor's office and then Bob L'Heureux presented a State Flag that had flown over the State Capital in Concord on April 2nd. The thought is to put those proclamations and the flag on display in Town Hall.

Barbara reported that there is one more proclamation coming in from Merrimack's State Representatives and it was suggested that it be read at an upcoming Town Council Meeting.

Historical Society Scavenger Hunt

Matt reported that the Historical Scavenger Hunt is up and running and I know that Anita has been tirelessly checking the sites. We've had a few issues with boxes and signs disappear and Anita says that she will keep checking on them to make sure they are there and have supplies in them.

Anita reported that some people were having difficulty finding Station #6 which is at the site of the bridge crossing and also noted that that site tends to run out of stickers. People visiting the park, find the box and don't know what it's for and just take the stickers.

Commemorative License Plates

Matt reported that the Commemorative License Plates are now on sale at Town Hall and at Parks & Recreation Department. DPW was shorthanded at the Transfer Station last week and asked us to hold off putting the plates for sale up there, but hopefully we will begin to sell them at the transfer station shortly. Approximately 15 were sold last week already.

Downtown Banner Project

Matt reported that the banners are in and DPW was putting the hardware together on Friday and so hopefully they will get the banners up on the route in the near future.

Recipe Book

Barbara gave an update on the recipe books and talked about the pricing between 4 different vendors. All were in the same ballpark and she didn't have a feeling on using one vendor over another. Of the 4 vendors; she is still waiting for a specific quote from Capital Copy who still hadn't provided the details she had asked for. There were two different types of bindings – a comb binding versus a coil and there are variations in price in full color vs partial color vs. black and white. Morris printing is an online company that specializes in making cookbooks but every little variation for the norm adds to the cost. Barbara said that each one has minor details that have to be worked out to get the exact price

and so she will be working to get that price.

There were 54 recipes submitted and her feeling was that probably most of those people would buy a cookbook and possibly a couple of books. If the average cost is around \$10.00, the thought is to sell the books for \$20.00 but we will finalize that decision once the vendor has been selected and we know the exact cost.

Chuck offered to help sell them around Town at the various restaurants and Chip asked whether the various groups on this Committee could get a small allotment of cookbooks and license plates to help sell them. Paul said it could be done, but we need to have a definitive point of contact of who will be responsible for them to make sure that they are all accounted for.

Barbara had a question about the vendor from North Brookfield as she didn't want to have to drive down there to pick these up when they are ready. Paul stated that this is the company the Town currently uses for its printing and that they are very easy to work with and will either deliver or ship the books to us.

Paul suggested that we order 100 books and also suggested that the coil binding was a better option and the rest of the Committee agreed. Chuck made a motion for 100 books with a coil binding. The motion was seconded by Laurie and approved 9 – 0.

Curated photos at Town Hall

Matt reported that the Photo Display is now up at Town Hall and had been installed by John, Matt and his program coordinator James. The printing company was originally only supposed to have 1 photo that was 2 x 3 surrounded by a bunch of smaller photos that were half that size. The printing company made a mistake and printed all 10 photos as 2 x 3. John asked whether we should continue having all photos in the 2 x 3 size or should we go back to the original plan with 1 large photo surrounded by smaller photos moving forward? Paul stated that he liked the larger size as it allowed people to read the captions without having to get real close and felt we should stick with the larger size. The rest of the committee agreed with this assessment noting that these are things that the Town can use and display for many years.

John reported that he is finalizing the photos now for the month of May which will feature Chief Passaconway. He is planning to send the photos to the printer tomorrow.

Lastly John asked if anyone had any suggestions for the future months. He has a number of possible topics, but wanted to open it up to the Committee to throw out some suggestions. Chip suggested unusual aspects of Merrimack as a possibility. John thanked him for the suggested and said that if anyone else had any ideas to email them to him.

New Business:

New Event Ideas for Discussion

Matt reported that last week, the Governor lifted the Statewide Mask Mandate and indicated that he is planning on moving all industries to a single universal guidance document on May 7th. Right now the restrictions on enforcement of masks for events over 100 people is still in place but Matt suspects that the restrictions on large scale events will be reduced or eliminated when the new guidance comes out.

Matt pointed out that 4th of July itself doesn't fall under the purview of this Committee. The events are planned by Parks & Recreation but the approval to hold 4th of July events this year will come from the Town Council. He is planning on presenting to them on May 13th to seek final approval for this year with plans for both the Parade & Fireworks to be held on Sunday, July 4th.

Matt then opened up the discussion about possible new events that we could add to the calendar for the spring & summer:

- John reported that he spoke to Auntie Crow about the Native American Powwow workshop. She told John that a powwow typically has 800 – 1200 people so we probably don't want that right now. Instead she suggested either a fire circle or a storytelling event and would be open to doing either of those as long as it met the

currently COVID-19 guidance.

John reported that she could do 1 or 2 events and that there is no fee for her services. It would be a free event but that we would have to have a registration process so we could limit the attendance. Matt reported that he could handle the registration for such an event with his registration software he has. Matt asked John to reach back out to her to look at some possible dates. Once we know the dates and capacity limits we can figure out the best location to hold the event at.

- Chuck talked about holding a workshop on “How to create a Windsor chair”. Everyone liked the idea and Matt asked him to think about some possible dates for the next meeting based on what worked with his schedule.
- Matt talked to the 39th Army National Guard Band and they gave him some availability for dates in August. There are two Thursday Nights (Aug 19th and August 26th) as well as a Saturday Night (August 14th). The Parks & Recreation Summer Concert Series is on Wednesday Nights so this wouldn't line up with their available dates, but Matt will talk to them and make it another special event.
- Matt is thinking in September we have an event on September 11th to commemorate the 20th Anniversary of 9/11 which would be a Saturday this year. He will talk to the Police and Fire Department about it.
- Matt reported that for October, we are still talking about a Fall Festival type of event which will tentatively be held on the first weekend in October. The Rotary Club of Merrimack has offered to help coordinate this event. Some of the possible ideas that have been discussed include:
 - 18th Company, Dover Militia Reenactment
 - A 275th Anniversary Parade
 - Concerts
 - Children's Activities
 - Fireworks

No decisions were made at this time, but we will continue to generate ideas as we move into the spring and summer.

- Yvette reported that she will have her summer reading program tied into our events. She also reported that there will be other activities but she is unsure what they will be at this point.

Update from the Fundraising Committee

Laurie and Chuck had to leave early to get to the School Board meeting. Paul reported that the fundraising committee is looking for \$3,000 in seed money to pre-order clothing and other things to get started on the fundraising campaign. They want to buy some bumper things and other small items as giveaways when someone makes a donation and then they will probably need to buy some inventory that they can take around and sell. Their plan is to have certain items open and available for purchase which would be rotated on a monthly basis. No official vote was taken on the matter since we did not have all of the details, but there were no objections to it.

Matt reported and had sent out on Friday the information from Chuck to the Committee that there was a local resident who wanted to donate website services to the 275th Anniversary Fundraising Committee. Paul expressed some concern that a third party person would have control over the website and stressed that the Committee would have to be able to edit the website and make changes.

In terms of funding; Matt reported that when we started this process, we got the Town Council to give us \$5,000 in seed money to plan events. At this point between the banners, license plates and photo displays, we have spent all that money. Now that we have a framework for the rest of the year; Matt and Paul will need to go back to the Town Council to ask for additional funds. We know that we will need around \$850.00 to purchase the cookbooks once that has been finalized and we have this request from the fundraising committee for \$3,000 in seed money. Those were the only two items needing funding at this point.

Next Meeting: The next meeting will take place on Monday, May 10th at 6:00 pm and be held virtually.

Motion to adjourn: John made a motion to adjourn at 7:04 pm. 2nd by Anita. Motion approved 7-0.