

**275<sup>TH</sup> ANNIVERSARY PLANNING COMMITTEE**  
**MONDAY, AUGUST 16TH 2021**  
**6:00 PM**  
**MATTHEW THORNTON MEETING ROOM**  
**MERRIMACK TOWN HALL.**

**Members Present:** Matt Casparius, Jordan Guagliumi, John Lastowka, Anita Creager, Laurie Rothhaus, Chuck Mower, Yvette Couser

**Call Meeting to Order:** 6:05 pm

**Review Minutes of July 26<sup>th</sup>, 2021:** Chuck Accept, John Second, 5 0-2

**Old Business:**

- **Historical Society Scavenger Hunt Update:** Matt reported that 86 completed scavenger hunts have been completed as of Friday. Anita reported that she continues to check the boxes every Sunday and then at Twin Bridge Park she is checking it daily. So far she has had to replace two of the boxes which were damaged.
- **Commemorative License Plates Sales Update:** Matt reported that we are down to just 20 plates left but does not feel there is interest or a need to order anymore.
- **Recipe Book Sales Update:** Matt reported that we are down to 19 cookbooks left and again there is not a need or interest to order anymore books.
- **Town Hall Historic Photo gallery:** John reported that he is working on the next installment of photos but has been held up by other tasks but promised that we will still get a total of 7 months of photos moving forward. The next display is on bridges & dams and he wants to make sure that he has accurate information for the displays. The next display should Spectrum for printing this week and should get that one - hoping to launch this month but could be sept 1st.

**New Business:**

- **Guided History Walk at Twin Bridge Park:** Chuck has selected to do this on September 11<sup>th</sup> and 1:00 pm and will get the details to Matt to advertise the event. Chuck also reported that he would look to schedule a second event the history of Riddle Locks / Watson Park; which has tentatively been scheduled for September 25<sup>th</sup> also at 1:00 pm. Laurie will see if can get someone to videotape from the Schools
- **Fall Festival Event :**  
Matt reported that he found out from Rotary that they will not be partnering with us to plan a fall event as they initially told us they would. They are doing an Oktoberfest Event at Budweiser on October 16<sup>th</sup> which begs the question as to what do we want to do?

Matt reported that his thought would be to essentially bring back the concept of the Merrimack Rocks Events that used to be held. We invite businesses, community groups, maybe made in NH crafters, etc. We have music and games and then we could also try to get a K-9 and Fire Demo, etc. In this case, he suggested added a music stage, Militia encampment or something as well and other tie ins to history.

Matt reported that the Town's Annual Halloween Party is scheduled for Saturday October 30<sup>th</sup> and so it would be two large events to plan for the same month. His suggestion was to combine the two events into 1 larger event which the Committee seemed to like that idea. The next question is where do we hold it? The High School and parking lot isn't available due to sports scheduled that day. JMUES is potentially available but not as much parking available. Matt's gut reaction is to do Wasserman Park for a daytime event which has plenty of parking and then if we were to do fireworks; at night at Watson Park but no parking would be available at Watson.

Yvette suggested reaching out to Budweiser to see if they might be interested / willing to host the event at their facility which the Committee liked that idea. Matt will reach out to them and find out.

For the Historical Scavenger Hunt which runs thru October; the Committee talked about the awarding the random raffle prizes for those who had completed it at the Fall Festival. It was decided that we should give away the following items:

- 275th T-Shirt
- Commemorative License Plate
- Cook Books
- 1 Historical Society Afghan
- 1 Historical society book
- 1 Bicentennial plate
- 275th Banner
- 275<sup>th</sup> Bridge Baseball hat

### **Fundraising Committee Update**

Laurie reported that she is working with Tomahawk Tavern for a Block Party type event with music and appetizers as a fundraising event for the covered bridge project. There is no requests for funds at this time.

#### **Fundraising**

Laurie reported that they are starting to work on the fundraising postcards which she hopes will go out in late September. From the 250<sup>th</sup> Anniversary; they were able to raise \$40,000 for that mailing. She is going to get the pricing from Papergraphics on the cost for printing and postage to do that mailing and will report back to the Committee at the next meeting with a request for approval of the funds needed.

Chuck had prepared an introductory write up for the website which Matt read to the Committee. Jordan will take this information and update it on the website and then will get started on the the digital marketing plan that we approved in July with the online ads. As a reminder, we are going to do an initial test case of \$300 to see what the online marketing generates.

Laurie reported that the Fundraising Committee wants to sell caps next and would like to place an order of 100 caps with the bridge logo on them. The Committee remarked on the plain white shirts and thought that tomakawk blue would be a good color for the hats. John made a motion to spend up to \$1,000 for 100 caps. The motion was seconded by Chuck and approved 7-0.

Laurie reported that she needs help finding a grant writer to help with fundraising. Matt suggested reaching out to Chamber of Commerce and John suggested reaching out to the UNH Cooperative Extension as a possible source.

**Comments from the Public:** None

**Next Meeting Date:** Wednesday, September 8th at 6:00 pm

At that meeting we hope to have some initial results of the online ads and will plan to review the pricing on the postcard mailing as well as more details on the Fall Festival.

**Motion to Adjourn:** Motion made by Chuck; seconded by John. Motion approved 7 – 0. Meeting adjourned at 7:09 pm.