



TOWN COUNCIL – AGENDA REQUEST FORM

THIS FORM WILL BECOME PART OF THE BACKGROUND INFORMATION USED BY THE COUNCIL AND PUBLIC

Please submit Agenda Request Form, **including back up information, 8 days prior** to the requested meeting date. **Public Hearing requests must be submitted 20 days prior to requested meeting date to meet publication deadlines** (exceptions may be authorized by the Town Manager, Chairman/Vice Chair).

MEETING INFORMATION

Date Submitted: November 24, 2020
Submitted by: Matthew Casparius
Department: Parks & Recreation
Speakers: Matthew Casparius

Date of Meeting: December 3, 2020
Time Required: 15 minutes
Background Info. Supplied: Yes: No:

CATEGORY OF BUSINESS (PLEASE PLACE AN "X" IN THE APPROPRIATE BOX)

Appointment:	<input type="checkbox"/>	Recognition/Resignation/Retirement:	<input type="checkbox"/>
Public Hearing:	<input type="checkbox"/>	Old Business:	<input checked="" type="checkbox"/>
New Business:	<input type="checkbox"/>	Consent Agenda:	<input type="checkbox"/>
Nonpublic:	<input type="checkbox"/>	Other:	<input type="checkbox"/>

TITLE OF ITEM

275th Anniversary Planning Update

DESCRIPTION OF ITEM

To provide an update on the plans for the Town of Merrimack's 275th Anniversary and a request for funding.

REFERENCE (IF KNOWN)

RSA:	Warrant Article:	_____
Charter Article:	Town Meeting:	_____
Other:	N/A	

EQUIPMENT REQUIRED (PLEASE PLACE AN "X" IN THE APPROPRIATE BOX)

Projector:	<input type="checkbox"/>	Grant Requirements:	<input type="checkbox"/>
Easel:	<input type="checkbox"/>	Joint Meeting:	<input type="checkbox"/>
Special Seating:	<input type="checkbox"/>	Other:	<input type="checkbox"/>
Laptop:	<input type="checkbox"/>	None:	<input type="checkbox"/>

CONTACT INFORMATION

Name:	<u> Matt Casparius </u>	Address:	<u> 116 Naticook Road </u>
Phone Number:	<u> 603-420-1661 </u>	Email Address:	<u> mcasparius@merrimacknh.gov </u>

APPROVAL

Town Manager: Yes No: Chair/Vice Chair: Yes No:

Hold for Meeting Date: _____



TOWN OF MERRIMACK

PARKS AND RECREATION DEPARTMENT

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MEMO

TO: Eileen Cabanel, Town Manager

FROM: Matt Casparius, Director of Parks & Recreation

DATE: November 30, 2020

SUBJECT: Merrimack 275th Anniversary Planning

On April 2, 2021, the Town of Merrimack will commemorate its 275th Anniversary. A committee has been formed to develop plans to celebrate this momentous occasion. The committee currently consists of the following individuals:

- Chip Pollard, Heritage Commission
- Anita Creager, Heritage Commission
- John Lastowka, Merrimack Historical Society
- Bob L'Heureux, At Large Member
- Charles Mower, At Large Member
- Laurie Rothhaus, At Large Member
- Barbara Healey, Town Council
- Yvette Couser, Director - Merrimack Public Library
- Paul Micali, Assistant Town Manager/Finance Director
- Matt Casparius, Director of Parks & Recreation

The Committee is off to a good start with lots of ideas and suggestions on how we can celebrate as a Community. We have held two virtual meetings at this point and are starting to develop our plans. Our current plan is to hold one bigger event each monthly from April 2021 through October 2021 with smaller scale activities scattered throughout. Each organization will take turns of responsibility planning the monthly event.

We are currently looking at the second weekend of each month (with the exception of August) which would give us the following tentative schedule. This schedule lines up nicely with holidays throughout the year that we could potentially tie into.

- April 10th Kick Off Event
- May 15th Armed Forces Day
- June 11th Flag Day Weekend
- July 4th – 10th 4th of July starting week with weeklong celebrations
- August 21st End of Summer – Back to School Festival
- September 11th Tie in to 20th Anniversary of 9/11
- October 9th Columbus Day Weekend

The biggest question mark that we are faced with right now is whether or not we will be able to offer large scale community events due to the on going COVID-19 Pandemic. The feeling is that events in the spring will most likely have to be on a smaller scale with the hope that a vaccine will be widely available by the start of the summer. 4th of July falls on a Sunday this year and so maybe the Annual Parade kicks off a weeklong celebration of activities and ending on July 10th. In August, we are looking at the idea of an end of Summer

Festival (old home days type of event) which would feature fireworks, music and other family friendly activities. In September, 2021 marks the 20th Anniversary of 9/11 and so it would be good to tie into marking that occasion similar to what we did to commemorate the 15th Anniversary would be good.

BUDGET:

While some of the ways that we can celebrate as a Community can be done with little or no cost; there is a cost to putting on a major events such as we are proposing for August with an end of summer festival. Currently no budget exists for this Committee to work from and so we are seeking funding from the Town Council to allow us to plan for an appropriate celebration.

PROPOSED ACTIVITIES AT THIS TIME:

Commemorative License Plates: For the 250th Anniversary, the Town sold commemorative license plates which residents were able to place on top of their front license plate for the entire year. The feeling from the Committee is that we would like to be able to do this again. We have spoken to the NH Department of Motor Vehicles already and have already received tentative permission to create and sell a 275th Anniversary Plate which residents could place on their front license plate from January 1, 2021 – December 31, 2021.

The printing shop at the NH State Prison is a preauthorized provider to print up the license plates. We are looking at utilizing the same design as we had for the 250th Anniversary (See attached) and updating the dates for 2021. The Committee decided to stick with a 2 Color Plate Option which using the State Vendor will cost us \$11.00 per license plate. Our plan is to sell them for \$20.00 a piece. We would like to order 100 plates to start with and see how well they sell and then order more if it is very popular. We are able to order in batches of 50 plates so if we sell out of our initial 100, we can do smaller orders moving forward. Plates could be sold at Town Hall, Parks & Recreation and at the monthly events throughout the year.

25 years ago when plates were sold, the Committee at that time spent \$1800 on the license plates but generated \$3200 in revenues. If we sold out of the 100 license plates, we would net a profit of \$900.00.

End of Summer Festival/Fireworks: As part of the end of summer Festival that we are planning, we are hoping to include a Fireworks Display as part of that event. While we don't yet know the costs for any other activities related to that event; based on what we spend on fireworks for the 4th of July, we know that we will need at least \$15,000 for the fireworks.

Historical Reenactment: We are looking into the possibility of a holding a Civil War historical reenactment. The 18th Dover Regiment can offer a 1 day event or a 3 day encampment. The cost for a 3 day event is \$2,000.

Since all 4th of July Celebration activities were cancelled in 2020, I would like to respectfully request access to the \$50,000 that was earmarked for that celebration. This would give us a funding source for 7 community events. While I am not sure we would spend that entire amount on these events, it would be good to have a firm budget number set for planning purposes to work from.

The timing of when widespread distribution of a COVID-19 Vaccine will dictate how much we will be able to offer. This winter and spring as we start nailing down details, I can provide an updated budget to the Town Council for review.

Some of the events that we are looking at right now include the following:

Parks & Recreation: (Paid for out Revolving Fund or normal operating budget)

- State & Federal Proclamations during kick off event in April.
- A 2.75 mile (Not Quite a 5K) Road Race for the 275th Anniversary
- Historically based movies for our Summer Movie Night in the Park Series
- Inviting the National Guard 39th Army Band to one of our Concerts in the Park

Library Events: (Paid out of Library's budget, Library Friends or DCU programming grant)

- Trivia Night - virtual or in-person (we're already running this program on Zoom with Kahoot and can continue and maybe do one with a Merrimack history theme)
- Book the NH Humanities presentation on NH covered bridges
- The Summer Reading Program 2021 theme "Tails and Tales" and we can run a program on the Merrimack/Regional Native American Tribe history
- Visit from the Overdrive Digital Bookmobile (July)
- Author visit highlighting the arts in Merrimack
- Something with our 3D printer
- Something regarding earthquake activity in NE or NH and our seismograph

Merrimack Historical Society:

- Working on getting the citizens of Merrimack more involved in Merrimack's history
- Creating maps for historic self-guided tours of historic homes, businesses, river mill sites,
- Asking local businesses to create and give the Historical Society a write up or video on "How they Began" in Merrimack.
- Create a video history of families who have lived in Town a long time.
- Let the community know that they are looking for "attic finds" including historic photos, negatives, glass slides and other historical items to promote.
- They are starting to post historic photos on their Facebook Page
- Creating a show on Merrimack Dedicated to the 275th Anniversary

Merrimack Heritage Commission:

- Creating a historical Scavenger Hunt
- Working with the VFW to create and place signage of significant Veteran's who lived in each of the Villages in Merrimack.

PROMOTIONS

A new link has been created on the front of the Town website connecting to the 275th Anniversary Page. As activities are planned, we will begin publishing a schedule on this website with updates. We have also created a new Facebook Page specifically for promoting events throughout the year.

<https://www.facebook.com/Merrimack275th>

We have talked about working closely with Merrimack TV to help promote Merrimack's History and specifically each event as it comes up to further spread the word.

FUNDRAISING COMMITTEE

Although not part of our initial charge, there was a strong desire from members of the Committee to fundraise for a Gift to the Town of Merrimack like they did for the 250th Anniversary. For that celebration, that Committee raised money to create the Bandstand at Abbie Griffin Park.

With that said, the feeling is fundraising for a gift to the Town is a separate thing from creating and promoting events. We would like to request that the Town Council reestablish the Permanent Remembrance Committee who would be tasked solely with fundraising. They can work on coming up with the idea of what gift they want to give to the Town and then report to the main 275th Anniversary Planning Committee with their efforts. They could spend the year working on fundraising with the gift actually coming in 2022.

MERRIMACK

NEW HAMPSHIRE

250TH



ANNIVERSARY

1746

2021