



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: May 4, 2021
Submitted by: Matt Casparius
Department: Parks & Recreation
Speakers: Matt Casparius

Date of Meeting: May 13, 2021
Time Required: 20 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 type="checkbox"/>
New Business:	<input checked="" type="checkbox"/>	Consent Agenda:	<input type="checkbox"/>
Nonpublic:	<input type="checkbox"/>	Other:	<input type="checkbox"/>

TITLE OF ITEM

Update on Merrimack 275th Anniversary Celebrations & Request for additional funding

DESCRIPTION OF ITEM

Parks & Recreation Director Matt Casparius to provide a brief update on the Merrimack 275th Anniversary Celebrations and discussion of upcoming plans with a request for additional 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:	Matt Casparius	Address:	116 Naticook Road
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APPROVAL

Town Manager: Yes No Chair/Vice Chair: Yes No
Hold for Meeting Date: _____



TOWN OF MERRIMACK

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MEMO

TO: Paul Micali, Town Manager

FROM: Matt Casparius, Director of Parks & Recreation

DATE: May 4, 2021

SUBJECT: Merrimack 275th Anniversary Planning

The 275th Anniversary Planning Committee has been working hard over the last 6 months to create a series of events and activities from April to October 2021.

Below is a summary of some of the Committee's activities up to this point.

Kick Off Celebration Event

The Committee's Kickoff event was held on Friday, April 9th which had 55 people in attendance. 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 at a location to be determined.

Historical Society Scavenger Hunt

The Historical Scavenger Hunt is up and running and has been getting a tremendous amount number of people participating in the hunt.

Curated photos at Town Hall

The Historical Society has planned for a series of curated photos to be displayed at Town Hall. The first month of photos featured schools of Merrimack. There are 10 photos with captions which are 2 feet x 3 feet in size. For the month of May; the photos will feature Chief Passaconaway and Merrimack's earliest history. The plan is for the display to rotate on a monthly basis for 6 months. After they are initially shown at Town Hall, the hope is to have them displayed at other locations in Town.

Commemorative License Plates

The 275th Anniversary Commemorative License Plates went on sale in April and as of today we have sold license 58 plates of the 200 that we ordered in a span of about 3 weeks. Up until this point they were only available for sale at Town Hall and at Parks & Recreation, but as of this morning they are now also available for sale at the Transfer Station.

It cost us \$2,790 to create the 200 license plates, which are for sale at \$20.00 each. So far we have already brought back in \$1,160. We would need to sell 81 more plates to cover the initial costs and then anything beyond that would be surplus funds. Depending on how quickly those sell, we will have to decide if we are going to order additional plates or not.

Downtown Banner Project

As you may have seen, a 275th Anniversary Banner was created and have been placed along Daniel Webster

Highway and Baboosic Lake Road to highlight the Anniversary Celebration. The banners cost us \$2,715.00 but are a nice display for our downtown corridor.

Budget

Initially the Committee was given a budget of \$5,000 which we have spent at this point on the above activities. Assuming that we are able to sell all of the license plates we should generate about \$2800 from those sales. We have a number of ideas planned for the next 5 months which include free and fee based ideas including the following:

- **Recipe Book:** The Committee has been working to create a recipe books that we would sell. We currently have 54 recipes. We are still working to finalize the pricing but the average cost to print the book is expected to be around \$10.00 each, the thought is to sell the books for \$20.00.

- **Native American Powwow workshop:** The Historical Society is working to plan a series of Native American workshops which would promote the local history. We have a speaker who is offering her services for free and we are currently working on scheduling a date.

- **The 39th Army National Guard Band Performance:** The band offers free concerts and we are working to schedule a concert for the end of the summer or the fall.

- **Fall Festival:** Initially the Committee was looking to try and plan an end of summer festival and while restrictions are starting to be lifted the concern was that there wouldn't be enough time to properly plan a summer festival for August and so now we are looking at the first weekend of October. The Rotary Club of Merrimack has offered to help us coordinate this event since they will not be running any events on July 4th this year.

Since the Committee has now spent the initial \$5,000 that we were allocated, we are seeking additional funds to help pay for some of these expenses that we have identified for later in the summer and Fall which include:

- Some of the possible ideas that have been discussed include for this Fall festival include:
 - Initial purchase of the cookbooks to sell.(\$1,000)
 - 18th Company, Dover Militia Reenactment (\$1800 estimate)
 - A 275th Anniversary Parade (\$5,000 estimate for bands, militia units & other performers)
 - Children's Activities (\$100)
 - Fireworks (\$10,000 - \$15,000)

Lastly, the Fundraising Committee is getting underway in their efforts to raise money for the Covered Bridge project at Twin Bridge Park. They have asked for some seed money to get started. There are things like bumper stickers and patches that they want to give away to people that donate money and also an initial investment in a line of clothing that they plan on selling which requires an outlay of funds to get that process started. They have asked us for an additional \$5,000 to get started.

Since all 4th of July Celebration activities were cancelled in 2020 and that \$50,000 wasn't spent and the Rotary Club has announced that they will not be running their July 4th events this year, I would like to respectfully request access to an additional \$25,000 to implement the suggestions above.

We can work with less, but it would mean that we are able to do fewer things.

Thank You