

300th Anniversary Celebration
14 July 2020
Approved Minutes

1. MEETING CALLED TO ORDER/ATTENDANCE

Chairman Jean Methot called the meeting to order at 7:02 PM on Tuesday, July 14, 2020, with the following additional members present Rhonda Lamphere, Chris Hadik, Ed Stuart, Jack Cannon (electronically) Nancy Jolin (electronically) and Sue Rieter.

2. ACTION ON THE MINUTES OF JUNE 30, 2020 - Tabled

3. TREASURER'S REPORT

a. Treasurer's Report

Mrs. Lamphere reported a beginning balance as of 3/31/2020 of \$26,377.81

Revenues (see below)	5,165.16
Expenses (see below)	<u>- 100.00</u>
Ending Balance 6/30/20	\$31,442.97

Revenues:

Appropriation at Town Meeting of \$5,000 for FY 2021
Interest for the months of March-June of \$165.16.

Expenses:

PO Box Rental \$100

b. Inventory

Chair Methot provided the Committee with a Sponsorship Inventory dated May 20, 2020 some of which included:

- Boulevard Banners
Mr. Hadik asked if Boulevard Banners were double-sided. Jay will bring in a mock.
- VIP Parking (volunteers)
- VIP Seating (volunteers)(platform)
- Program Display Ad
- Program Listing
- Parade MC Mentions
- Parade Banner
- Parade Viewer Giveaways
- Website Advertisement (Nancy)
- Website Listing
- Other Event Tickets
Gala/Dance
- Calendars
- Newspaper Display Ad Mention

- Other

Logo Sales Items:

- i. 1st Release Christmas Ornaments
- ii. 2nd Release Christmas Ornaments
- iii. Coins
- iv. License Plates
- v. Mugs

Mr. Stuart reported having no mugs left. Mrs. Lamphere noted the Town Clerk has some. The Committee discussed possibly changing to a different color and better-quality mug.

- vi. T-Shirts

Extra t-shirts could be provided to parade volunteers with the sponsor logos on them.

4. OLD BUSINESS:

a. Event Central Fundraising

The Committee has eight potential sponsors at the \$2,500 level, 32 at the \$500 level, 4 at the \$3,500 level and 16 at the \$1,000 level. The Committee asked the event planner about adding onto the sponsorship pyramid. Jay noted the heavy sponsors could be added to, i.e. \$10,000, \$3,500 and \$5,000 or increase the highest-level sponsor amount or add one. The Committee discussed a proportional amount of inventory for sponsors.

Potential Sponsors

The Committee discussed approaching Dunkin Donuts, Shaw's and Hannaford. Dunkin Donuts wants community participation. Shaw's and Hannaford are only willing to donate coffee, cups and napkins.

Ms. Rieter thinks T-Bones has good potential. Jay indicated NH State Lottery is a good sponsor and given their promotion of education and schools involved in the parade. The oil company is a possibility, and the Rotary Club.

Jay noted some sponsors may have conditions concerning competitors for example when Coke donates a sign they don't want a competitor's sign nearby.

Banners

Jay recommended paying people \$30 to march with sponsor banners in the parade.

Gala

Mrs. Lamphere noted the Committee was thinking of a sit-down dinner rather than a barbeque and asked if \$65 would be too high for admission? Jay noted the event won't make money and sponsors will help. Mrs. Lamphere noted there is difficulty finding a venue with Saturday night availability. November 20/21 is a possibility. Candia Woods is a possible location. Castleton may be too far. Jay recommended talking to Atkinson Country Club. Mrs. Lamphere noted the Amherst location has good availability but

distance was a consideration. Jack recommended adding Zorvinos to the list. Jean recommended having a professional photographer.

Parade

The Committee discussed which schools to include. Jay recommended approaching Nottingham.

The Committee discussed the degree of sponsor participation in the parade.

Parade Rescheduling

Mrs. Lamphere discussed rescheduling the parade to a later date so it won't conflict with Town Fair. Mrs. Lamphere noted the parade was scheduled for September 10th. Mrs. Lamphere recommended 2:00 PM. August 24th is a possibility. Jay noted the 300th could do their own fireworks.

b. Christmas Ornaments

Sue Rieter reported she had 115 of 250 after one event. She reached out to the ornament company and there is no charge/no obligation. Mrs. Rieter is working on a second in the series design. Mrs. Lamphere noted people may want to buy the first design if buying the second.

NEXT MEETING: Tuesday, July 28, 2020 at 7:00 PM

Mr. Methot noted the Committee can talk about purchasing mugs, the Town Fair day and selecting a venue at the next meeting.

ADJOURN

The Committee adjourned the meeting unanimously at 8:38 PM.

Respectfully submitted,
Douglas Hoijer, Recording Secretary