

**Chester 300<sup>th</sup> Celebration Committee Meeting**  
**January 6, 2021**  
**Approved Minutes**  
**7:00 PM**

**Members present:**

Jean Methot, Chair  
Rhonda Lamphere, Treasurer  
Chris Hadik  
Edward Stuart  
Sue Rieter  
Nancy Jolin

**Member absent:**

Jack Cannon, Vice Chair

**Guest:**

Jay Bishop

**1. Meeting called to order**

**a. Attendance**

Chair Methot called the meeting to order at 7:00 PM on Wednesday, January 6, 2021.

**2. Action on the minutes of November 18, 2020**

Mr. Hadik said under Treasurer's Report, third sentence, "The organizers did a great job and raised almost \$800," this was misleading. Change to "sales of almost \$800." Under Old Business, second paragraph down from A should read "total *estimated* expenses are approximately \$1,500." Under C, Event Central, second paragraph, says "Estimated 27,000 pass through daily," add that refers to the intersection of 102 and 121. Under New Business, A, Nottingham Meeting, first paragraph, Nottingham is having their 300<sup>th</sup>, not 360<sup>th</sup>.

Minutes of October 28<sup>th</sup> meeting were tabled because no one had them at the time, but they still haven't seen them. Ms. Lamphere said Chair Methot sent them out, and Mr. Hadik asked them to be resent. They haven't been approved yet. Chair Methot will resend to everyone.

*Ms. Lamphere motioned to accept the November 18, 2020 minutes with changes. Mr. Stuart seconded the motion. A vote was taken, all were in favor, the motion passed unanimously.*

**3. Old Business**

**a. Event Central--Sponsorship Brochure**

Ms. Rieter sent out a rough draft. She is open to additions or changes on the first page.

The committee discussed which email addresses to use in the report. Ms. Lamphere asked why they weren't using 300<sup>th</sup> addresses, and Mr. Stuart agreed. Ms. Lamphere

asked Chair Methot to check his email more frequently. Mr. Bishop and Ms. Jolin explained how to forward email addresses to Outlook or Gmail. They discussed what Mr. Bishop's address should be and Mr. Hadik suggested Event Central 300<sup>th</sup>. Committee agreed to use the official 300<sup>th</sup> email addresses on the report.

**Events page.** Ms. Rieter said it is rough and probably out of date, so needs correction. Mr. Hadik said they have to confirm the governor will be there on May 7<sup>th</sup>. Mr. Bishop said a letter sent to confirm will have a better chance of succeeding if it's on town letterhead. It doesn't need to come from the selectmen. Ms. Lamphere will send letterhead to Ms. Rieter. Time is tight, so it needs to be done quickly. The committee needs to decide which events to add to the page. Mr. Bishop recommended adding a disclaimer at the bottom of the page that events are subject to change, so refer to the website. This will avoid problems if a sponsor changes, etc.

**Boulevard banner form.** Mr. Bishop said that spaces count as characters. Ms. Rieter suggested 13 characters including spaces and all capitals. Mr. Bishop said the goal is to make them uniform. He suggested encouraging people to use symbols, such as &, use less letters, and eliminate all punctuation.

Ms. Rieter questioned if gray is used for the background on the banners, will the black lettering be visible? She used a font with a serif on the mock-up, but might need to use something plainer. Mr. Bishop suggested the top of the banner could have gray sides and the bottom portion be white block with black letters. He suggested looking at a banner from 10' – 15' away to make sure it's easy to read. They can use the table banner from the holiday event as a test. Ms. Rieter needs the actual dimensions of the boulevard banners to create a picture in the correct scale. Mr. Bishop said Mr. Cannon wanted to shrink the upper portion of the banner to give sponsors more square inches of advertising. Mr. Hadik said that logo doesn't need to take up more than the top quarter of the banner.

**Pyramid structure graphic of available sponsorship opportunities.** Ms. Rieter presented two versions. The second version has more detail, which Ms. Rieter felt was busy, but Ms. Jolin said they need to know the details. Ms. Rieter asked someone to review, and Mr. Hadik said he would, and that he likes the second version. Ms. Lamphere said Mr. Bishop needs to review as well, and he agreed. Other communities add the names of sponsors as blocks are purchased to encourage competitors to buy as well. Mr. Bishop suggested listing the sponsors' names elsewhere to avoid making the graphic busy, as the blocks are small.

Mr. Bishop said the Brookline banner measurements were 30" on the pole and 44" long. The logo is about 75% of banner and sponsorship is 25%. They could change it to 50/50 or 60/40. Moving the logo up will create negative space. Ms. Rieter said they could use the logo with the shorter steeple. Mr. Hadik asked Ms. Rieter to create another sample to scale and send out for review, using the actual dimensions, and she said she would do it tomorrow. Mr. Bishop said the width of the banners is fixed in stone because it matches the hardware, but the length can be changed based on how they are installed on telephone poles. Hardware at the top and bottom of the banner ensure that it's taut. Ms. Lamphere has pictures of a banner hanging in Brookline, and will send them out tomorrow.

Ms. Lamphere asked about the timeline. Ms. Rieter said all that's left is the commitment papers. Ms. Jolin said suggested payment plans shouldn't be offered for sponsorships under \$5,000. Mr. Bishop said the option of a payment plan is usually available for top tier sponsors. Mr. Hadik suggested giving Tier 1 sponsors three years to pay, but not for a \$500 contribution. Mr. Rieter suggested allowing small businesses to break it into two payments so as not to lose them, due to COVID and how people are struggling. Mr. Bishop said they could advertise payment plans for the top three tiers and take others on a case-by-case basis.

#### 4. New Business

##### a. Gala

Ms. Jolin said the Brookstone Event Center had been sold. Brookstone returned the \$500 deposit. They were bought out by LaBelle Winery, who require a \$4,000 deposit. Ms. Lamphere had the original deposit rewritten to LaBelle, but the committee has to approve the additional \$3,500. Ms. Rieter asked if they were expecting any other changes to the contract. Ms. Lamphere said this is a new contract with a new vendor, but they are honoring Brookstone's prices. Everything else will stay the same. They said might be able to put in an additional table or two if needed. Ms. Jolin said they're doing some improvements to the event center, so it's more beautiful than before.

*Ms. Rieter moved to approve additional deposit of \$3,500 for a total of \$4,000, and Mr. Stuart seconded the motion. A vote was taken, all were in favor, the motion passed unanimously.*

Mr. Bishop asked Ms. Lamphere to bridge the subject of the champagne toast the next time she meets with the new representative. If the champagne toast is donated, could they accept it through their broker so it meets the laws of state for liquor? Ms. Lamphere told her the committee was considering a champagne toast, but decided Mr. Bishop should continue the discussion at a later time due to his expertise. She asked Mr. Bishop to attend the next meeting with her.

Ms. Jolin said they had 12 sales through the website from November 20 – December 25 totaling \$620. Paid \$21.60 in fees, so made \$598.40. Ms. Lamphere delivered everything to the town hall and did a fantastic job. Ms. Lamphere said the selectmen's administrative assistant, Janis, was willing to help and did a good job. Ms. Jolin posted on Facebook about the website.

##### b. Bonfire

Ms. Lamphere asked if Chair Methot had done anything about the bonfire and he hadn't, so she suggested tabling the discussion until the next meeting.

##### c. Tree lighting

Chair Methot spoke to Manchester Choral about an old-fashioned get together singing carols around the Christmas tree the second week of December. Maybe COVID will be

over and we can start singing again. He would like to discuss it at the January 20 meeting.

Ms. Lamphere asked Mr. Bishop when Ms. Rieter needs to have the paperwork finished and he said 3-4 days before the first meeting the committee schedules. Ms. Rieter said they need to decide if they are going to have folders printed, since there's a lead time. Ms. Lamphere said if they were priced reasonably, they could be used for parade packages if there were any left. Ms. Lamphere said the town has a contract with Ram Printing out of East Hampstead, so could ask them about pricing.

Mr. Hadik asked when the bonfire would be. Ms. Lamphere said New Year's Night 2021. She is working on Mr. Bishop's suggestion about the Christmas trees, and put in a call to the fire chief to ask questions. She is waiting to hear from him. Mr. Hadik asked about the location, and Ms. Lamphere said Wason Pond.

*Mr. Hadik moved to adjourn the meeting at 7:52 PM. Ms. Lamphere seconded the motion. A vote was taken, all were in favor, the motion passed unanimously.*

**Respectfully submitted,**

**Beth Haggeli, Recording Secretary**