

Chester 300th Celebration Committee Meeting
January 20, 2021
Approved Minutes
7:00 PM

Members present:

Jean Methot, Chair
Jack Cannon, Vice Chair
Rhonda Lamphere, Treasurer
Chris Hadik
Edward Stuart (left at 8:05)
Sue Rieter
Nancy Jolin
Selectman Stephen Landau
Jay Bishop (joined at 7:12)

1. Meeting called to order

2. Attendance

Chair Methot called the meeting to order at 7:04 PM on Wednesday, January 20, 2021.

3. Treasurer's Report – 4th quarter

There were no questions on the Treasurer's Report.

4. Approval of Minutes

a. October 28, 2020

Ms. Lamphere moved to accept the October 28, 2020 minutes as written. Mr. Hadik seconded the motion. A vote was taken, all were in favor, the motion passed unanimously.

b. January 6, 2021

Corrections. Ms. Lamphere said on line 45, after the words "event central," add a dash and Sponsorship Brochure. On line 57, add May 7th. On line 58, add town letterhead. On line 101, remove the blank line. On line 138, add "a" before "good job."

Ms. Rieter asked about the question mark on line 148. It is the Manchester Choral.

Mr. Hadik moved to accept the January 6, 2021 minutes as amended. Ms. Lamphere seconded the motion. A vote was taken, all were in favor, the motion passed unanimously.

5. Old Business

a. Sponsorship Brochure Documents—Sue

Cover letter. (inaudible)

Events currently planned. The committee agreed to change the title to "events currently being planned." Ms. Lamphere said the date for the bonfire is January 1, 2022. Chair Methot said they may be able to incorporate it with Wason Pond activities.

Proclamation. Ms. Rieter added "state and local dignitaries." They can invite congresspeople, senate, state reps, and other former town representatives.

Mr. Hadik asked if they should add a disclaimer at the bottom of the schedule of events: "may be subject to change." Ms. Rieter added "dates and events."

Mr. Bishop suggested clarifying "first parade" and Ms. Jolin suggested calling it Kickoff at Town Fair instead.

Mr. Bishop suggested listing the name of the member to contact if sponsors had questions about specific areas. Ms. Rieter said after visiting a client, a checkmark can be put next to the name of the committee member that can help them. The committee agreed it wasn't necessary to add names. They also agreed not to add phone numbers to the list since there will be business cards in the brochure folder and those will have phone numbers on them.

Boulevard Banners. Ms. Rieter presented the three options she created for the boulevard banners. Overall, the committee liked the blue one. Mr. Bishop asked about adding the light blue "swoosh" to the banner, but the committee didn't think it was necessary. Mr. Hadik asked if Ms. Rieter could create a banner similar to the folder design, with the logo offset on gray with the swoosh and blue for the sponsor's name. Ms. Rieter asked members to send her rough sketches of other ideas.

Sponsorship Opportunities. Ms. Rieter said the pyramid view shows the number of opportunities available at different levels. Ms. Lamphere said it was designed so that "sold" could be entered in each box. Mr. Bishop said having something to show people helps them see that they will have fewer neighbors if they buy up. If somebody buys early, their name will appear on the sheet.

Ms. Rieter presented the page listing the committee members and committed sponsors, as well as opportunities available. Mr. Cannon asked if pricing should be included, but it's on another sheet. The committee approved this page and the pyramid view, but suggested not including the tiers page in the folder. They only want to show the potential sponsors the tiers they're interested in. As sponsorships are sold, change "available" to "remaining."

Commitment Level Sheets. Ms. Rieter removed the payment plan option from Tiers 5-7. Mr. Hadik said it's a good selling point for Tier 4. Ms. Lamphere said they need to create standard payments; the sponsors shouldn't decide how they're going to pay. Ms. Jolin said fewer payments are better. Mr. Hadik said a payment schedule could be added to the commitment agreement. Ms. Rieter asked someone to send her what needs to be included in the commitment agreement; Ms. Lamphere will review what Mr. Bishop sent her and send it to Ms. Rieter.

If sponsors pay with a credit card, a 3% fee is charged. The committee will lose those fees, as you can't ask the sponsor to pay them. Mr. Hadik thinks it's worth the loss to have the sponsor.

Ms. Rieter said they should try to convince sponsors to pay with checks. The committee member making the sale will make the call as to where the cutoff is to offer the option of paying by card.

Mr. Hadik didn't think they were going to give license rights for the logo to all but the \$500 level. Mr. Bishop said it's a small thing, but it's a nice option. Mr. Hadik didn't think there was much difference between Tiers 5 and 6. Mr. Bishop will review those tiers and revise Tier 5.

Ms. Rieter asked for clarification as to how many names are on the banner for Tiers 4 and 5. Mr. Bishop said it saves money if the lower levels have more than one name. Mr. Bishop said he will use examples to make that clear during sales presentations.

b. Presentation Folders—Sue

Ms. Lamphere said the sample she created isn't ideal due to the time it takes to insert it into the sleeves, and the cost of printing. Ms. Rieter said Vistaprint quoted \$430.92 for 250 folders, glossy with standard paper thickness. Shipping: 8-10 business days from time of order is \$12, priority 4-6 business days is \$18, express 3 business days is \$35. She will finalize the design and send it to the members tomorrow for approval. Vistaprint will send her a code for a 20% discount. The committee agreed on the priority shipping option. Ms. Lamphere asked if it was okay to use the 300th credit card for payment and the committee agreed.

Ms. Lamphere asked about the spelling of "vallies" in the quote from Benjamin French on the back of the folder. Mr. Hadik said the original diaries are probably at Dartmouth, so it will be difficult to verify if it was a transcription error. The committee decided to leave it as it is, since it's a direct quote.

Mr. Hadik moved to approve the final design of the folder and order 250 copies for up to \$500. Mr. Cannon seconded the motion. A vote was taken, all were in favor, the motion passed unanimously.

6. New Business

a. Report for the Town Report

Ms. Lamphere asked if there were any changes. Ms. Jolin said on line 20, the website address should be Chesternh300.org. Ms. Lamphere has the verbiage that should be inserted where the red print is regarding virtual meetings due to COVID-19, and will add it.

Ms. Rieter moved to approve the report for the Town Report with corrections. Mr. Hadik seconded the motion. A vote was taken, all were in favor, the motion passed unanimously.

b. Event Central – Contract and Payment Schedule

Ms. Lamphere said the contract is laid out for \$11,200. She entered dates into the payment structure. The first payment is overdue, but it is ready to go out. Mr. Hadik asked if this is the parade portion of the contract. Mr. Cannon said the balance will be paid from sponsorships. Mr. Hadik said the sponsorship portion is based on a percentage. Ms. Lamphere said the percentage is 13%, and those payments are due 60 days from time they're collected. Mr. Bishop said

payments could be made every four months.

c. Sponsorships – What's Next? – Jay

Ms. Lamphere asked what the next step should be and Mr. Bishop said starting to book appointments with potential sponsors. Mr. Lamphere asked what should be said to sponsors when they call, before the face-to-face meeting? Mr. Bishop will create a script before the next meeting. Ms. Lamphere suggested potential top sponsors should be approached first and Mr. Bishop agreed. They bring momentum to the other sponsors. The committee will review Mr. Cannon's list at the next meeting. Ms. Rieter suggested all members review the list to see if anyone is missing.

d. Additional Merchandise/Events to Consider

i. Number Plates

Mr. Cannon said the state said they could be used for the year of the event. Mr. Hadik will find out how to order them.

ii. Commemorative Booklet

Ms. Lamphere asked if they are still planning to do a commemorative booklet. Chair Methot said it has to be finished by May or June to be handed out at Town Fair. Mr. Hadik suggested not rushing and having it ready next year. Ms. Lamphere said it will be discussed at a future meeting.

iii. Calendars

The committee agreed there isn't enough time to do calendars.

iv. Christmas Tree Lighting

Ms. Lamphere wanted to move the event to the Stevens Hall lawn, but there is no power. Selectman Landau said power could be run from Stevens Hall to power the lights. Ms. Lamphere said it should be on the same weekend as Christmas in the Village and Chair Methot agreed. Chair Methot will continue to work on this.

v. New Year's Bonfire

Ms. Lamphere spoke with Chief Bolduc, who thought it was a great idea. Mr. Hadik will add it to the Wason Pond agenda to discuss if it can be held on that property. Spring Hill Farm isn't an option due to parking problems, and Ms. Reiter mentioned not being able to ice skate. They'll advertise that if people bring their Christmas trees to be burned, they'll get free hot chocolate, etc.

vi. Additional Patriotic Event—Suggestions

Ms. Lamphere created a color-coded worksheet with three categories. There are only three events that can be identified as patriotic, so they could use one more.

e. Grant Writing—Jay

Mr. Bishop said it's a two-step process: programs have to be approved, and artists have to be approved for funding. It's wise to choose an artist from the pre-approved list since you're 50% there before filing the application. If your application is denied, they will often tell you why so you can resubmit. The New Hampshire Council of the Arts issues such grants. They also will forward copies of approved grants that can be used as templates. Ms. Lamphere will follow up.

f. Proclamation Event

Ms. Lamphere said they need to decide who is going to take on the associated tasks, set a time, and decide on the dignitary invitation list. Someone needs to take on the time capsule project. Chair Methot will confirm the reenactment next month. Selectman Landau will contact the governor's office this week or next to get on his schedule, and will have the Selectmen send a formal letter.

7. Next meeting

Ms. Lamphere asked if it was possible to meet on February 3 and 17 and the committee said yes. David and Maria Veale will attend the February 17th meeting to discuss the plan for the 5K. Chair Methot said Colin Costine from the fireman's muster will attend as well.

From the October 28th meeting, Ms. Lamphere asked if the church was notified about using the logo. Ms. Rieter reminded the church that she had done a logo for them.

From the November 18 meeting, has the Valpak issue been finalized? Mr. Bishop will bring a sample to the next meeting. He suggested tabling the issue until after the appointment with the newspaper, to see how that goes.

Three new people in town want to volunteer to work on the 300th. Ms. Lamphere would like to invite them to the February 17th meeting to see what the committee is working on and the committee agreed.

Ms. Jolin asked about Paulette, the woman who was excited about houses. They still need a few old houses, so this would be a good task for her. Chair Methot will get in touch with her to see if she's still interested.

(videotape ended abruptly at 8:56)

Respectfully submitted,

Beth Hanggeli, Recording Secretary