

Chester 300th Celebration Committee Meeting
February 3, 2021
Approved Minutes
7:00 PM

Members present:

Jean Methot, Chair
Rhonda Lamphere, Treasurer
Chris Hadik
Edward Stuart (left at 8:28)
Sue Rieter
Nancy Jolin
Jay Bishop

Members absent:

Jack Cannon, Vice Chair

Guest:

Town Administrator Debra Doda

(recording began late)

1. Approval of Minutes

a. January 20, 2021

On line 55, change “can” to “may be able to.” On line 218, correct the spelling of Maria Veale's name.

Chair Methot asked for a vote to approve the minutes of January 20, 2021 as amended. A vote was taken, all were in favor, the motion passed unanimously.

2. Old Business

a. Change of meeting day

Mr. Stuart asked if the meeting day could be moved to Tuesday or Thursday. Mr. Hadik asked if it was possible to set up a separate Zoom account for this committee, to avoid conflicts with other meetings using the account. Ms. Doda said that wouldn't be a problem. Mr. Stuart said he can continue to host the meetings on Webex for free and avoid the cost of a Zoom account.

The committee discussed if it is necessary to have a Zoom account for meetings with potential sponsors. The brochure and other documentation would need to be available electronically. Mr. Bishop asked if the documentation could be password protected to avoid potential sponsors being able to see what others are paying during negotiations. He recommended calling donors now and scheduling personal meetings for March or April. Ms. Rieter will look into password protecting a PDF. She said it would be helpful to have a PowerPoint available during Zoom meetings with potential sponsors, and Mr. Stuart said he can help create one.

52 *Mr. Hadik moved that the meetings be moved to the second and fourth Tuesday of each*
54 *month. Ms. Lamphere seconded. A vote was taken, all were in favor, the motion passed*
56 *unanimously.*

58 **b. Sponsorship Brochure Documents—Sue**

60 **Cover letter.** The committee members approved the cover letter as is.

62 **Events currently planned.** Ms. Jolin said the geocaching starts in April instead of September,
64 to avoid running through the winter. Chair Methot said it will be from April 1st to September
66 2022. Ms. Rieter reviewed the list of events and potential dates, and will make a note that both
68 are subject to change.

70 **Proclamation.** Ms. Rieter changed the wording to "honored guests and officials."

72 **Pyramid Diagram.** The committee approved the look of the current version.

74 **Committed Sponsors Sheet.** Mr. Bishop said this sheet will be left out until they have
76 sponsors. This is why it is a folder instead of a booklet, so it can be built sponsor by sponsor.

78 **Sponsorship Opportunities.** Ms. Rieter changed this document to reflect payment plan and
80 non-payment plan sponsors. Ms. Lamphere said the split has been established between \$2,500
82 and \$3,500. Mr. Hadik said he believes this should be open to negotiation, if it means the
84 difference between signing and losing a sponsor.

86 The committee reviewed the document to ensure the correct items are included for each tier of
88 sponsorship. Tier 1 and Tier 2 sponsors can choose one of the options offered. \$12,500 can
90 choose a gala ball, which includes a photo booth where guests can have their picture taken with
92 the logo. The DJ will also thank the sponsor. Mr. Bishop said the packet is made to support his
94 presentation, so the written material doesn't have to cover all points. Mr. Hadik suggested
96 offering upper-level sponsors more than one license plate since they are inexpensive: Tier 1—3
98 plates, Tier 2—2 plates, Tier 3 and lower—1 plate.

Each Tier 2 sponsor will have an exclusive banner; there are two. Each sponsor will support
half of the parade. In Tier 3, there are three divisions and each half of the parade has two
divisions. There will be a banner in the middle of the parade to separate the halves. Tier 4 will
be moved to the payment plan group. Ms. Rieter will finalize the document after Mr. Bishop
reviews the tiers for accuracy and content.

Ad sizes. Ad sizes are based on the parade program being the size of the Tri Town Times. Mr.
Hadik suggested offering the ads based on an 8 ½ x 11 format. If it ends up being larger, the ads
will be larger. Mr. Bishop said if the local newspaper becomes a sponsor, they might trade the
expense of printing the programs, which will determine the size of the program. He suggested
meeting with the newspaper be one of the first presentations. Ms. Rieter will add "publication
size subject to change" to the document.

Ms. Rieter is willing to design ads for sponsors for a fee, and Mr. Bishop will include that in his
presentation. The committee discussed whether adding the technical specifications for ads
would scare sponsors, but decided it was necessary for the sponsors to have.

Commitment memo. Ms. Lamphere questioned the use of "our" community. Mr. Hadik suggested changing the wording to "look forward to the 300th anniversary celebration of Chester." Ms. Lamphere questioned referring to the sponsorship level twice, but the committee agreed that the repetition is useful. Ms. Rieter will change the dashed line to a solid line in the price blank, and add a dollar sign.

The committee discussed whether to mention the option of a payment plan in the memo, or to include that information on separate sheets in the folder to be used during the presentations. They agreed by having it in the memo, it serves as an incentive for sponsors to consider increasing their donation.

The committee discussed the due dates for payment plans. Mr. Hadik said for Brookline, the payments were spread over three tax years. He also said the dates should be negotiable, so blanks should be left to be filled in. Ms. Lamphere said they will need payments before the banners are manufactured. Mr. Hadik suggested the first payment must be made within 30 days of signing the memo, second payment by June 1, 2022, and final payment by January 15, 2023. Mr. Bishop said if the memo includes all levels, it should be included in the packet. If it's specific to each level, it should be in the briefcase.

Ms. Rieter will omit the line that mentions installments, since they are at much lower levels than Chester is considering. Mr. Bishop said his experience is that sponsors didn't take advantage of the installments in the past. Appreciative contributions will change from below the \$1,000 level to the \$2,500 level, and the date will be left blank. Mr. Bishop said anyone that commits before February 28th will pay before the banners go up. Mr. Hadik said anyone at the \$2,500 level and below will have paid in full before the banners go up, and higher tier ones will have made their first payment. Mr. Bishop's experience is that the lower level sponsors will pay all at once instead of opting for installments. He said the banners don't have to be ordered all at once, and the committee will have 60 to 90 days to pay for the banners, once they are manufactured.

Ms. Lamphere said she is concerned about keeping track of the payments when dates vary. Mr. Hadik suggested using December 31, 2021 for the first payment and December 31, 2022 for the second for bookkeeping purposes, but they can enter earlier dates on the form. Mr. Hadik pointed out that there will only be 11 sponsors to track. Ms. Jolin is concerned that once the event is over, sponsors won't have an incentive to make their final payment.

Ms. Lamphere suggested omitting the verbiage about credit cards and the committee agreed. Mr. Bishop verified that all tiers will be listed on the memo.

c. Presentation Folders—Sue

The committee approved the folder that Ms. Rieter had printed. Mr. Hadik suggested sending a folder to anyone that schedules a Zoom presentation. Ms. Jolin suggested using a PowerPoint instead, with a picture of the folder as the first slide. Mr. Bishop has no experience using Zoom to make presentations, and hopes that by scheduling the appointments in March and April, they can be done face-to-face. He's concerned Zoom presentations will not be as successful. Ms. Jolin suggested Mr. Bishop practice making a Zoom presentation and he agreed, and said some portions could be prerecorded.

Ms. Rieter asked about printing business cards to be placed inside the folders. She will find out how much Vistaprint would charge to print them. Ms. Lamphere said if a committee member has a relationship with a sponsor, they should accompany Mr. Bishop to the presentation instead of Mr. Cannon. She suggested Chair Methot go to Tri Town, and she could go to TD Bank.

Ms. Rieter said the committee needs to review the list of potential sponsors before the next meeting. Ms. Lamphere sent it to Mr. Cannon because the levels have changed and there are a few new businesses to add, but she has not heard from him. Ms. Rieter suggested updating the list with those changed and sending it to the committee members before the next meeting and Ms. Lamphere will do that.

Mr. Hadik said sponsors will want receipts with the town's tax ID number when they make a payment. These are tax deductible donations. Mr. Bishop said that information should be in the packet. There will need to be two copies of the commitment form, one to leave with the sponsor and one for the committee, since it will have the payment dates on it. Ms. Lamphere will help Ms. Rieter modify the commitment memo to include anniversary representative and Town of Chester tax ID number. Mr. Bishop said they need to add who to make the checks payable to, as well.

d. Boulevard banners.

The committee chose the version of the banner with the swoosh. Ms. Lamphere suggested having samples made to use while selling and Mr. Bishop will take care of that. Mr. Bishop said the \$129 estimate included the hardware, so printing a sample should be less. The committee thanked Ms. Rieter for all of the work she's done on this project.

e. License Plates

Mr. Hadik spoke with Maria Buckman from the state, who said the plates cannot be numbered or look like current plates. They will need a camera-ready copy. Ms. Rieter will create a design. A letter on town letterhead preferably signed by the Board of Selectmen is required, requesting that they be allowed to display the plate. Mr. Hadik will contact Selectman Landau for that. He will also contact New Hampshire Correctional Industries for a quote. Mr. Bishop said there is no requirement for the state to manufacture the plates, so the project can be shopped. He also recommended ordering a smaller number of plates to avoid having plates left over. Ms. Buckman will notify law enforcement and inspections stations that the plate is allowed to be displayed. Ms. Lamphere verified that the plates can only be displayed from January 1 – December 31, 2022, but they will start selling them at the 2021 town fair.

f. Christmas Tree Lighting

Chair Methot spoke with Mike Olsen, who will put a well-casing sleeve into the ground this summer that a cut tree can be placed into, but he needs to know where to put it. The committee agreed the tree should be on the lawn of Stevens Hall. Chair Methot said they have to buy the lights early, and will research companies that offer Christmas decorating services.

g. New Year's Bonfire

Mr. Hadik will speak with the Wason Pond committee. Ms. Lamphere spoke with Chief Bolduc, who approved the bonfire being held at Wason Pond. She also spoke with Mike Olsen about plowing an area at Spring Hill Farm for parking and he will do that. She spoke with Selectman Myette about Spring Hill, and he said there is one wagon that could be used as a hayride wagon for transportation from offsite parking to Wason Pond. Ms. Lamphere said they might be able to find a second wagon. She will speak with Ms. Reishus regarding piggybacking a scavenger hunt at Wason Pond.

h. Grant Writing

Ms. Lamphere will continue to research grants. Ms. Jolin suggested contacting Erin Newnan.

i. Banner bracket caps

Mr. Bishop will check into obtaining banner bracket caps. Chair Methot will find out if there are caps on the brackets currently.

j. Additional Patriotic Event—Suggestions

Ms. Lamphere suggested they enhance or piggyback onto the Lions Memorial Day celebration. Mr. Bishop suggested reading the names of men and women from Chester who have gone to war, and inviting the families of people who are currently serving in the Armed Forces. Chair Methot will research the nurse who is memorialized on a stone in front of the Post Office.

Ms. Rieter asked if the Historical Society plans to offer scarecrow tours. Chair Methot said they were going to use a 15-passenger van for ½ hour tours, but it will most likely be canceled this year due to COVID-19. He will follow up.

k. Website

Ms. Jolin thinks she can sell tickets to the gala on the website. Ms. Rieter asked if it's possible to add "other items you might be interested in" at the bottom of the website. Ms. Jolin said she can add featured items, but it is a free site, so it is limited. Ms. Lamphere said there were a lot of sales during the Christmas season.

3. Next meeting – February 17

The next meeting will be held via Zoom, using Ms. Doda's account. The following meetings will be held on the second and fourth Tuesday on Webex hosted by Mr. Stuart.

Mr. Hadik moved to adjourn the meeting at 9:00 PM. Ms. Lamphere seconded the motion. A vote was taken, all were in favor, the motion passed unanimously.

Respectfully submitted,

Beth Hanggeli, Recording Secretary