

300th Anniversary Celebration
28 July 2020
Approved Minutes

1. MEETING CALLED TO ORDER/ATTENDANCE

Chairman Jean Methot called the meeting to order at 7:03 PM on Tuesday, July 28, 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 JULY 14, 2020

Mr. Hadik motioned to accept the July 14, 2020 minutes. Mr. Stuart seconded the motion. A vote was taken, all were in favor, the motion passed unanimously.

3. OLD BUSINESS:

a. Event Central Fundraising

The Event planner provided a spreadsheet showing what sponsors will get (tentative).

Mr. Hadik asked if the 250 level was unlimited. Mrs. Lamphere noted there were 55 spots. Mr. Hadik noted there were 32 500s, 16 1000s, 8 2500s, 5 3500s, 3 5000s and 1 12,500 on the sponsor pyramid.

Mr. Hadik indicated he has 120 brackets. If all are sold it will leave us with 40 banners in the \$250 category. Jay asked if any poles were illuminated which could be more valuable. Mrs. Lamphere noted some are, not a lot. If they burn out they won't be possible. Mr. Hadik noted some go on and off randomly.

Jay noted the \$12,500 level will have 18 sides. Would recommend dividing fronts and backs with \$250s. Largest parade banner maybe should go on lawn at Library. Are ten tickets with logos. The logo can be linked on the website. Ms. Jolin will do that. Jay noted the big logo on town mailing. There will be 18 seats, 3 cars (encourage carpooling), collared shirts, full page program, pages decrease as we decrease in size of deal. Can measure Ability to put celebration on sponsor's website. Sponsored photobooth, newspaper ad. Have Union Leader on radar. Could sell listings on that. Add commemorative booklet. Mrs. Lamphere noted something like half a post card.

Mr. Cannon noted people attending Town meeting will be the likely ones to go to this too. Mrs. Lamphere noted she is not sure the Supervisors of the checklist will allow involvement with votes. Are there ways we could send postcards out?

Jay noted people value parking more than seats. May be able to take away the seats column as a result. Can have coupons for reserved seating and dance.

Mrs. Lamphere noted the kickoff gala is the big dance, next is the cookout so figure out how many tickets to give out for each. Jay recommended it could be a choice. Mr. Hadik noted we are giving away 80 tickets essentially. Mrs. Lamphere noted cost of dinner would have to come from these sales. Jay noted

the cost of tickets would be moved from sponsor to dance invitation. Mrs. Lamphere noted that leaves only 120 tickets for residents. Jay recommended putting up the boulevard banners at kickoff dance as a surprise.

Mr. Hadik noted 30 people are needed to carry parade banners.

Mr. Methot indicated the pole count was done last week. Mrs. Lamphere noted there were 107 poles. 102 E – 20, 102 W – 23, 121 N – 27, 121 S – 10, Murphy Drive – 7, Turnpike -Candia – 19. Jay indicated a traffic count was needed.

Mrs. Lamphere noted they were comfortable letting people pay for two years. Jay noted the top two sponsor levels could have the three year option.

Ms. Rieter noted the 1/5 page ad seemed like an odd size. Jay noted business cards were often copied. Ms. Rieter noted business cards are closer to 1/8 page.

b. Calendars

Ms. Rieter noted she found a printing center and the templates look pretty easy. It can be 12 or 16 months. Mrs. Lamphere recommended five dates for a price. The calendars could be sold on the website.

c. Kickoff – October 23, 2021

Mrs. Lamphere wants to be sure the ticket price is final before circulating. A hall was found where it works. \$65 per person right now including meal but not music or extras. 6 PM to 10 PM with an extra hour possible. October 23, 2021 at Brookstone which is ten miles from here. Choice of chicken or steak. Holds 200 people, have a local DJ. Rental was \$1,200 and food \$10,000 originally but reduced facility charge to \$1,000 and food to \$8,000. Ms. Jolin noted there is an option to do a photobooth as well for \$600.

Mr. Hadik motioned to spend \$500 for the Brookstone deposit and \$100 to secure DJ. Ms. Rieter seconded the motion. A vote was taken, all were in favor, the motion passed unanimously.

Ms. Jolin noted a licensed drone photographer could do pictures for the parade and other events.

Mrs. Lamphere noted they need a decision on hall and deposit for DJ.

d. Finale – September 24 (t/b/d)

Mrs. Lamphere indicated the finale could be moved to September 24th in the morning from 10 AM to Noon for the car show, the parade at 2 PM followed by the cookout, country band and fireworks.

Mrs. Lamphere noted she has an example of a car show from Atkinson.

e. Events

Mrs. Lamphere noted she listed each activity per month starting with the kickoff parade, sponsors, geocache, dinner, pageant and play and something with a Christmas concert. The Town meeting, proclamation and time capsule, possible reenactment, 4th of July concert and ice cream social? 5K Race at Wason. Fire Muster. Battle of Badges softball with other towns, Town Fair and Finale day.

f. Purchases

Mrs. Lamphere recommended a different size banner for Christmas in the Village. Mrs. Lamphere recommended checking parade guidelines.

g. Geocaching

Ms. Jolin spoke with her contact and placed a geocache at one location already. Start Fall of 2021.

h. Next Meeting: August 18, 2020

ADJOURN

The Committee adjourned the meeting unanimously at 9:25 PM.

Respectfully submitted,
Daniel Hoijer, Recording Secretary