

West Newbury Bicentennial Committee Minutes

Extraordinary Meeting, October 2, 2018

The meeting was called to order at 6:00 pm in the First Floor Meeting Room. All committee members were present. The minutes of the August 21 meeting were approved as submitted.

Announcements

Steve made contact with John Paragios, a local DJ in town who would like to help with Family Day. He can do family friendly programming for the town birthday party. Judy/Krystelle will follow up

Judy will follow up with the Board of Health on what is or is not allowed for the birthday cake contest

KC/Steve attended a laser show and pig roast at Rick Feeherey's home. While the light show was good they are not sure about the music - very loud hard rock. They don't think it will work for all age levels who would attend the birthday party. It was a Iso very long - 1.5 hours! We should briefly discuss if this meets our needs.

Steve has a meeting with Fire Chief Dwyer tomorrow to get his thoughts on venues, activities etc. He still need to talk to Chief Reed.

Judy will be following up on the Exeter Tent lead from Stephen.

Steve and KC met with Stephen Flynn from Knapp's/Nunan's and Kathy Mandeville, president of the West Newbury Garden Club on Friday. We discussed placement and maintenance of hanging planters in town center next summer. It was our first presentation to a potential sponsor; he was receptive and talked about how he wanted to be involved. He will be following up with financial details.

Steve has had a lot of contact with Fenway Park regarding West Newbury Day in 2019. The best date would be on a Friday night because it is less likely to be subject to a time change or cancellation. He also spoke with Tony Beatrice from the Merrimack Valley Concert band. They can have a band on the field to play the National Anthem or God Bless America. They can also play on Jersey St (formerly Yawkey Way) before the game.

Main Business

Brochure discussion

The following modifications to the brochure to be provided to potential major donors were suggested.

- Remove photo from the top left of the brochure and replace it with a simple text box containing the new approved text.
- Shrink the chairs/old town hall photo from the top left and use it to replace the horse/library photos in the center.

KC will contact Cindy to get make the updates to the brochure and/or send the file to Jocelyn to see if she can work on it.

We also modified the benefits to donors as follows:

- PLATINUM (\$10,000): logo placed prominently on the Main St. banner, their banner displayed at major events, 2 tickets to gala, with opportunity for a brief address at the gala, logo/business card included in all printed materials; 2 facing pages in program.
- GOLD (\$5,000): their banner displayed at major events 2 tickets to gala, (no opportunity to address crowd), logo/business card included in all printed materials , 1 full page in program.
- SILVER (\$2500): listed on silver sponsor banner at major events, logo/business card included in all printed materials, half page in program.
- BRONZE (\$1000): listed on bronze sponsor banner at major events, quarter page in program,
- FRIEND (\$500); ????

Tricia Mansfield Artwork

Steve met with the artist, Trish Mansfield. She said we can use any of her drawings for the bicentennial memorabilia. She will keep ownership; but will sign off on our usage. She will also do an original painting for our celebration and asked for ideas. We agreed that Town Hall should be used as the background, with a parade including our town banner, and a composite of the people who are usually in the parade (Pentucket Band, little league teams, old fire engine, Girl Scouts, candy tossing, veterans in old uniforms, horses). Steve will write Trish an email in the morning with our ideas and cc the committee.

Notes:

- We want to keep seats to the Gala for WN Newbury residents first/as much as possible - only 250 tickets/attendees.
- We set a target to raise \$40,000 from sponsors. We have promised to use the proceeds to offset the town's appropriation.
- We need to determine who is the best printer for the brochure. Deb Green has given us a 30% discount on the Save-the-Dates and might get us a good price. Krystelle will get prices for a tri-fold brochure from the shop that made the banner and we can compare. Krystelle doesn't know if he will give us a discount. Cost, quality and time will affect the decision.
- Our goal is to have the program (booklet, catalogue) ready for the Memorial Day/Parade.
- We need to think about what we're going to do on our Bicentennial Float (bigger, better parade).

The meeting adjourned at 8:00 pm.