

West Newbury Bicentennial Committee Minutes

June 6, 2017

The meeting was opened by Steve Swallow at 7:00 PM. All committee members were present; Nicole Francoeur participated remotely on speaker phone.

New member, Kristelle Griskiewicz, was introduced and given some background on the committee's work to date.

Steve Swallow reported that he and KC Swallow had been invited to the annual meeting of the West Newbury Historical Society to introduce the West Newbury Bicentennial Committee. Their introduction was enthusiastically received by the members of the Historical Society and generated many ideas for activities and expressions of willingness to get involved.

KC reported that she had been added as a user to the Town website and that she can now update our webpage. She asked everyone to log on and give her some feedback on what she has done to date. She also reported that Mary Winglass, the secretary to the Selectmen, is helping her to acquire more email addresses for recipients of our email letter to groups interested in the celebration. Kristelle volunteered to get addresses for interested parties at the Page and Pentucket schools. The committee agreed that we should start sending the email out now.

John McGrath reported that he had given a brief report at Town Meeting and that our request for a \$10,000 appropriation was approved by the voters. KC was concerned that one voter had asked, in a negative tone, if the Town could expect more requests for funding. We need to be very clear about the rationale for our requests at future Town Meetings. John felt that we should not submit a request for the Fall Special Town Meeting but KC felt that a request for a specific item, such as a deposit to a vendor, would be appropriate although she agreed that a general request was not.

John presented some sketches by artist Tricia Mansfield, a former resident of West Newbury, of a potential logo for the Bicentennial Celebration. The shape and outline of the drawings was uniform but the central images were different scenes from West Newbury such as the Page School and the Old Town Hall. Nicole felt that for branding and recognition purposes a single logo would serve us better. John mentioned that the Town Seal could be the central image but the committee would need permission to use it from the Town Clerk. The committee agreed that perhaps the logo with the Town Seal could be used on official correspondence, signage, etc. and the logo with scenes from West Newbury could be used for merchandise such as mugs, hats, t-shirts, etc. It was suggested that perhaps local businesses could serve as outlets for selling Bicentennial related merchandise.

John sees the time capsule as primarily an activity for the school children, perhaps the sixth graders leaving Page school in the spring and those entering sixth grade in the fall.

The rationale for finding a celebrity was unclear to everyone. The only local celebrity that came to mind was John Cena and the expense of musical celebrities would likely be prohibitive. Instead of a concert with a celebrity John suggested using local talent, perhaps for a series of bandstand concerts highlighting music of different eras. Local talent might also be used for any other events, such as

dances, that require music. It was agreed that we should send a letter to John Cena asking if he would be interested in participating.

KC reported that it was too early to send invitations to our state representatives or the Governor since we didn't as yet have a specific event to which we could invite them. Once we decide on a date for an appropriate event such as the opening or closing ceremonies we should invite them as soon as possible to get the date on their calendars.

John was opposed to the format of the calendar and timeline that Nicole had presented at the previous meeting. Rather than an intense week of signature events he would prefer to have them spread out over the summer. KC pointed out that having events clustered in an intense week might be helpful for people planning vacations. This discussion is ongoing but we did identify four dates that need to be included on the timeline: An event (black tie?) on the actual birthday, Feb. 18; an event in early May centered around the graduating sixth graders from Page School; a midsummer fair/pig roast; a closing ceremony in the fall, perhaps on the Columbus Day weekend.

John wants to take a project management approach to developing the timeline of events. We agreed to develop a calendar with events entered by month and a timeline for planning and executing the events by given dates.

Our next meeting will be on Tues., June 27 at 7:00 pm. The agenda is:

Approval of minutes from last meeting(s)

Old Business

1. Report on responses to email
2. Report on progress with logo project

New Business

3. Begin work on calendar of events with actual months or days assigned
4. Schedule the next meeting and make an agenda