

150th Anniversary Steering Committee

Meeting Minutes
September 3, 2020

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Town Clerk

This meeting was presented as a Zoom Webinar

I. Call to Order

Chair Francolino called the meeting to order at 6:33 p.m.

II. Roll Call

Kathleen Marie Clark
Melanie Depamphilis
Joe Dubin
Diane Durant
Michael J. Fox
Eileen Francolino
Susan Gibbon
Anna Kubish
Nancy Manke
Jerilyn Nagel
Allison Smith
Maxwell Turgeon

Also present

Gail F. Kelly, Town Historian (Ex-Officio)
Bill DeMaio, Parks & Recreation Superintendent

II. Approval of Minutes

- None

IV. Public Participation

- None

V. Remarks by Committee Members on Public Participation

- None

VI. Consideration of Old Business

A. Fund Raising

- Calendar
 - Diane Durant stated that they will be printing 200 calendars and will be getting a price from Image Ink. Using submitted entries for the calendar; working on ways to contact winners.
 - Asked for approval from the committee for printing costs
 - Asked for help regarding online sales
 - Melanie Depamphilis stated that she can help with this; she looked at two sites regarding online sales. Both take credit cards and charge a 2.7% credit card fee
 - Asked if we could provide flyer when distributing calendars

- Bill DeMaio stated that this is something they can do, not sure if want to hand paper due to COVID. Can have a sign at the event; will send email blast to those picking up daffodils (currently 125 families). He also stated that best way to get this out to people would be a news release via the newspapers so they can do a news blast
- Chair Francolino agreed that online media is the way to go
- Melanie stated that she did speak with Erica at the Town Crier regarding an article about the calendar but she was under a deadline. Will make it a feature article when the calendar is read for release. Maybe have a picture of the calendar with the calendars girls. No printing papers; everything is now digital.
- Jerilyn Nagel suggested submitting information to The Herald.
- Cathy Clark stated that we did have an article back when COVID first started in Newington Life. Anxious to announce winners. Don't want to release too much regarding which pictures were chosen; don't want things all over social media.
- Chair Francolino asked if all of the pictures that were submitted were being used.
 - Susan stated no; originally supposed to be a 16-month calendar. Will have a collage on back with submissions.
 - Cathy Clark stated that she has been working with Sue Patten on this. Will need to tweak because it was originally a 16-month calendar. Not all submissions will be featured since a few had picture of people, which was against the rules.
- Cathy Clark stated she spoke with Patty Foley at NCTV, enthusiastic about advertising calendar; wondered if could present flyer to various town meetings to "advertise" since they are all zoom meetings.

Motion to cover the cost for the first run of the calendar by Michael Fox; seconded by Jerilyn Nagel. Motion passed unanimously.

- Web site to sell goods-Chair
 - Chair Francolino asked if that is what we wanted to do or wait until the Extravaganza next year. Still have quite a bit left.
 - Melanie Depamphilis stated she is open to what the committee wants to do.
 - Chair Francolino suggested giving bags away to those who attend the Historical House tours. Have some t-shirt; plenty of painting; and Avery soda.
 - Melanie Depamphilis stated that she is willing to do whatever to sell our goods.
 - Cathy Clark stated that you and Bill had an idea earlier to have a pick up day at the firehouse for the calendar. I'm not personally willing to sit, but others might be, it we have an event like that. Mailing the calendar will add extra expense.
 - Chair Francolino stated that she spoke with Charlie Brown regarding doing something like that. He stated that people wouldn't be able to touch things or try things on. Just look at it and put it in a bag. Also stated not to wear gloves; use hand sanitizer; wear masks and social distance. Think having all of our stuff there we would not be able to maintain social distancing protocols. Maybe we would cut up one of the calendars and make a poster board with it so people can see it.
 - Alison Smith stated that she is happy to help with calendar pickup.

- Melanie Depamphilis stated that she is too.
- Chair Francolino stated that once the calendar is set, we can set up a group to do that. She asked Melanie to set something up at the firehouse when ready.
- 150 for \$150 plaque-Chair
 - Chair Francolino stated that there has been a change to this.
- Holiday Ornament-Chair
 - Susan Gibbon offered to chair this.

B. Events Chair for Each Event

- Random Acts of Kindness
 - Chair Francolino stated that we are asking someone to contact PTO/PTA presidents and they can take the ball and run with it.
- Blood Drive-150 pint goal
 - Chair Francolino stated that this would be a one day thing. Need to call the Red Cross to set it up, much to do, just provide snacks.
 - Diane Durant stated that she can help with the blood drive.
- Cemetery Tour Fall 2021
 - Chair Francolino asked if Cathy was good with doing this.
 - Cathy Clark stated that she can easily put something together for next fall. Have been in touch with Beverly Lucas who runs the cemetery tour for Cedar Hill Cemetery and she is willing to help finding costumes; she has been very helpful. They are doing their tour via video this year, so if heaven forbid we are in the same boat next year, that is an option.
- Mayors' Ball-March or April 2021
 - Chair Francolino stated that everyone should have received a letter from Bill regarding the Mayor's Ball. May is just a hopeful date.
 - Bill DeMaio stated that he put together a news release and flier to get the ball rolling. It is just a draft, totally open to your recommendations and review. We chose May 1st, but with COVID it could get pushed back further. It will be a ton of fun with lots of entertainment. Have 10-12 former mayors who will be invited; hopefully they will get tables. Have already been contacted by Stonehedge who wants to help sponsor the event. Set up to break even or make a little bit of money.
 - Chair Francolino stated that the \$150 for 150 will turn into something for the Mayor's Ball, correct?
 - Bill DeMaio stated that the first 150 people who sign up for the Mayor's ball for \$70 will get their name on the plaque, two complimentary drinks, reserved seat, and it will be hung on the wall. After the 150, the cost increased to \$75. Would like to see 200-300 people at the event. Feel we can easily get 150 people; think it is going to be very popular. Will probably use college kids from Parks & Rec so all the members on this committee can enjoy their evening, make new friends and reconnect with old friends.
 - Chair Francolino stated that she spoke with Michael's Caterers today regarding this; very excited.
 - Bill DeMaio stated that for budget purposes he is looking at \$30 for dinner; \$10 for entertainment; \$10 for hors d'oeuvres. Would also like to do some sort of

memorable giveaway like they do at weddings - like a chocolate bar with the 150th Anniversary logo; we also talked about printed drink glasses (received quote of \$1.75 per glass). Everything is dependent on the number of sponsors I can get.

- Chair Francolino stated that the committee has some money to play with too. Maybe we can get the glass and put the 150 logo on them.
- Alison Smith asked if I were to get two tickets would that be one plaque or two plaques - how does that work?
- Bill DeMaio stated that it will be a plaque on the wall with 150th Anniversary on top and the names will be listed below it. It will be hung on the wall in perpetuity at the Community Center.
- Alison asked if she buys five tickets, do I put the Manke Family as the name or do I put all five names?
- Bill DeMaio stated that the first 150 people who buy their tickets for \$70 will get their single name listed on the plaque. You can have you name listed the way you want.
- Alison asked Eileen about the fact she said we have a lot of money to play with; are we planning on doing any sort of events at all next year? Whether we have money
- Chair Francolino stated that she didn't know. We still have money sitting at the town hall; received additional funds in this year's budget.
- Alison Smith stated that is \$7,500; we currently have \$5,000. Haven't paid for calendars or daffodils yet. Previously discussed having a parade and a party in the park and that stuff costs thousands of dollars, so we don't have much to play with. We have \$13-15 thousand tops, if we sell all of our merchandise. Think that the Mayor's ball sounds like a great idea and we should put as much as we can into it. Since fundraising is pretty much out, i we plan on doing a parade and a party in the park, we need to think about how we will fund those as well.
- Bill DeMaio stated that he will not hold an event that will lose money. Fully intend to give this committee a decent amount back; somewhere between \$1,500 and \$5,000. Spoke with National Guardsman, Fran Ebo (sp?) regarding having the memorial day parade in cooperation with the 150th Anniversary Committee and this committee donating \$1,000 towards a band to make the parade bigger; ending at Mill Pond Park, having entertainment playing patriotic music; free ice-cream to the first so many people; having something fun to celebrate the 150 years.
- Kathy Clark also stated although the calendar is not a primary fundraiser, it will make money.
- Alison stated that she as an accountant, she is having a hard time because everything is so up in the air. We have money, but not a ton of money to play around with.
- Chair Francolino stated that is right. Not comfortable with planning anything else right now because we don't know what is going to happen with COVID and all that. If after the parade the National Guard wants to bring their blow-up toys that would be great. The random acts of kindness really won't cost too much; the blood drive my cost a couple hundred dollars; the cemetery tour, I'm not sure about.
- Bill DeMaio stated that he has had a lot of experience with cemetery tours and they can be very costly with lighting and microphones.

- Cathy Clark stated that the cemetery tour is going to be during the day so we won't need lighting, we don't use microphones and the community people I'm dealing with have their own costumes and have costumes available. It may not be totally free to do, but it won't cost very much either.
 - Alison stated that even though things aren't going to cost anything or much we still need to have a plan. What are we going to do with the \$12,000 we have? We all understand that things are up in the air right now. So we go ahead with the Mayor's ball, what are we going to do to celebrate the 150th? We need to decide what we want to do and put together a budget.
 - Chair Francolino stated that she neglected to put a couple of items on the budget. One was an open house at Indian Hill, that Max was working on and the other was doing something at the Night of Lights with an ice sculpture, kind of like a send off.
 - Bill DeMaio stated that cost of the ice sculpture will be approx. \$600.
 - Chair Francolino stated that we can budget \$1,000 for that.
 - Bill DeMaio stated that any event held by Parks & Rec, the 150th can be part of in any way shape or form. We will somehow get you visibility and participate somehow.
- Restock the Shelves-Spring 2021
 - Chair Francolino stated that this should not cost much, maybe some cost for printing flyers.
 - Dinner in the Park-Summer 2021
 - Chair Francolino stated that this is just a gathering of people at the park during a concert, you would bring your own dinner. If we wanted to sell beer, we could do that if that's ok with Bill.
 - Historical House Tour
 - Chair Francolino stated that this shouldn't cost us anything. She stated that she got the list from Jerilyn and that we will be hosting that in the Spring, when the daffodils are out and maybe we can do some sort of contest and you can get a free tote bag.
 - Jerilyn Nagel asked if there was a website yet?
 - Chair Francolino stated that it is Newington150.org.
 - Daffodil Distribution
 - Joe Dubin had a question regarding the daffodil distribution and needing people to help.
 - Chair Francolino stated that the daffodil distribution is going to be on Wednesday, September 30th from 4 p.m. to 7:30/8 and they need 3-4 people to help with distributing the daffodils.
 - Bill DeMaio stated that the distribution will be at the cemetery and meet at the chapel.
 - Joe Dubin, Melanie Depamphilis, Michael Fox and Alison Smith volunteered to help with this.
 - Treasurers Report
 - Alison Smith stated that we currently have \$4,981.65. In terms of budget, we could add \$7,500. I've estimated our remaining inventory at \$2,000, but not sure what everything will sell for. In terms of expenses, it seem like everything is

