

Becket 250th Anniversary Committee Minutes

January 5, 2015

I. Call to order

Becket 250th Anniversary Committee (Committee) began the meeting at approximately 4:04 P.M. in the Becket Town Hall.

II. Roll call

The following Committee members were present: Linda Bacon, Rita Furlong, Bruce Garlow, Sandi Jarvis, Karen Karlberg, Michel Paul Richard, Barb Roberts and Ann Spadafora; guests Bill Elovirta, and representing Jacob's Pillow: Norton Owen, Ariana Brawley, and Mark Constable

III. Open issues

- A.** Minutes – Dec. 1, 2014 motion to accept, seconded, passed unanimously
- B.** Financial report
 - 1. Motion to pay the invoice for the flags. \$404.71; seconded, passed, unanimously
 - 2. Articles from town of Becket for \$25, 000 and \$5,000
 - 3. Costs to date: \$1,222.32, anticipated costs: \$100 for line dancing, \$4,005 for fireworks, \$15,000 for publishing the book
 - 4. Remaining funds:\$ 9,672.68
- C.** Jacob's Pillow – June 13, 10-3 Arts-music and dance
 - 1. Representatives from Jacob's Pillow in attendance: Norton Owen, Director of Preservation, Ariana Brawley, Program Coordinator, and Mark Constable, Director of Operations & Production
 - 2. JP has an evening performance with Ira Glass from NPR on June 13
 - 3. Food venues will be open, tables will be available throughout event
 - 4. Limiting attendance to Becket residents/taxpayers discussion, agreed free so open to all, similar to Community Day, performances limited to Becket musicians only
 - 5. Don Lane Curriculum in Motion, class with BWS students might be able to present program
 - 6. Inside/Out can accommodate 300-1,000 people
 - 7. Publicity-tag on Becket 250th to JP brochures? Bookstore will sell 250th History Book, JP celebrating 80 years, email to Becket residents promoting JP and the 250th events
 - 8. Staff only, no dancers on site for June 13
 - 9. Tours and film showing-twice during the 5 hours, JP plan a couple of activities, lawn discussion with dancer
 - 10. Rain or shine, Doris Duke or Studio for in-showing

11. Musician groups 4-5, play about 45 minutes each, 15 minute break, share sound system
12. Archives/Museum under construction, may be open for June 13
13. Parking-volunteers usually park cars, event spread out, plenty of parking available to self park
14. Hand-out brochure/map of day's events, posters
15. Provide a 250th flag to fly on June 13
16. Geocache-location by trail, challenge until Oct. 1, 2015, JP donate to prize? JP had hats with Pillow Rock GPS coordinates, 220 acres, Wetland show, water sheds-Housatonic Watershed Authority connection
17. Rita and Ariana are point people

D. Publicity -

1. Rack Card – Sandi showed sample card, Motion: “To Allow Sandi Jarvis to order \$27.00 worth of rack cards to be distributed at various locations”. Seconded, passed unanimously
2. History talk – Rita from 1965, Bruce early history
3. Town notices, Country Journal, Berkshire Eagle; press releases for each event as it happens with more detail; next tax bill in late March

E. History Book – The books are HERE!

1. Book launch on January 7, 6 PM Senior Center
 - a. Rita will introduce 250th events and Bruce will discuss the book
 - b. Karen will organize refreshments, cookies (Karen, Rita, Sandi/Joy) and cider (Karen, Rita)
 - c. Publicity – handout of events
 - d. Books on sale- cash or checks only, Town Hall credit sales include \$2.50 charge
2. Book marketing – Bruce sent an email to Committee (see pages 5-7 below)
 - a. Venues – Committee members agreed to contact the following:
 1. Bruce – Camps, Jacob's Pillow, BWS, The Book Loft, The Bookstore
 2. Karen – Kushi, Berkshire Berries, Red Lion Inn, Barnes & Noble, Berkshire Lakeside Lodge
 3. Linda – Canterbury Farm, Becket General Store, Dream Away Lodge, Athenaeum
 4. Rita – Churches, Becket Country Store, Bonny Rigg Campground, Sherwood Shoppe, Arts Center
 5. Sandi – Lindal Cedar Homes, Turn-Key Modular Homes, Peace Haven Project, Becket Motel
 - b. Policy- do not put on consignment, no minimums
3. Motion: Complimentary copies of the book to each Becket 250th Committee member, one to Becket Athenaeum, Berkshire Athenaeum, elected state and federal dignitaries attending the June 21, 2015 tree planting. Seconded, passed unanimously

F. Tree planting – June 21, 2PM

1. No other confirmations

2. Bruce will develop agenda and wording for proclamations
 3. Shovel one only, Linda will spray gold
 4. Maple tree
- G.** Letters – went out with December tax bill
- H.** Geocache
1. Becket Cultural Council Grant has been approved for BWS day
 2. Assemble passports at Jan 12 meeting
 3. Organize sites, cue cards for docents, brainstorm activities
 4. Wooden nickels, oakcoin.com recommended by Berkshire Geocachers
 - a. 1 ½” round, single color, one or two sides; Side 2 generic TUIT, 4 leaf clover with/without text; or blank side could be stamped for each local site i.e. Jacob’s Pillow; cost about \$156 for 1000 coins,
 - b. 1 ½” round, multi color, one or two sides; cost about \$236, can be numbered: \$7.00 per 100 coins
 - c. Committee preferred the multi color nickels
 - d. Discussed adding a number to the backside, at a cost of [\$7.00] per 100 coins
 5. Stamp sets-
 - a. Owl stampers-6 designs, 24@ \$7.00
 - b. Goofy Smile Face stampers-6 designs, 24@ \$7.00
 - c. Transportation stampers-6 designs, 24@ \$7.00
 6. Stickers
 - a. Custom 2”x2” star with “BWS Geo*Tour Becket 1765-2015”; 50 @\$7.76, ***Minimum order \$50**
 - b. Roll of stickers-100 @\$2.55, goofy smile, star, monster face, superhero, arctic animal
 7. Toys/trinkets
 - a. Mega Deluxe Toy Assortment–250 pieces, each student can pick 2=100, additional 150 for caches around town; \$36.99
 - b. Owl erasers-Committee enthusiastic, 24 pieces for \$5.25, 1 per child: order 2 sets @ \$10.50
 - c. Foam glider Assortment-72 pieces @ \$7.00
 - d. Owl Slap Bracelets-12 pieces @\$5.25, order 3 sets @ \$15.75
 - e. Tattoos-owl, 72 pieces @\$5.00; need to find masculine tattoos
 8. Cache with goodies for children
 9. Motion: “That we leave Sandi the right to purchase what she feels is necessary to satisfy the kid’s geo-tour, the adult [continuing] geo-tour and a batch of 1,000 to be handed out up to a total of \$500.” Second, passed unanimously
 10. Docents-need volunteers, room mothers, PTO Rita, Linda, Bruce
 11. 250-jar with marbles, beans of one color; rope 250 feet long marked off in decades
 12. Next meeting plan of action for each site
- I.** Memorial Day weekend

1. Electronic display of additional photos submitted for the book at Mullen House and Arts Center, Karen has additional photos, graphic artists
 2. Library computers at Athenaeum
 3. Looking for digital photo frames for displays – Karen, Linda have one
 4. Docents – Bruce, Barb and Sandi volunteered for Monday
- J.** Camp Chimney Corners June 6– need volunteers to hand out programs on arrival
1. Bingo- Senior Center has supplies for 25 players; Dan does the camp have additional supplies?
 2. Joey Burke has agreed to be a DJ from 2-5
- K.** Video interviews – anyone interested in taking over interviews
- L.** Revolutionary War buff presentation for June 21?

IV. New Business –

- A.** Calendar – clarification Committee had previously voted to allow the Church to use the logo
- B.** There is public interest in bumper stickers and hats, recommend to businesses/non-profits
- C.** Bill Elovirta addressed some concerns, thanked the Committee for its’ good work
1. Letter in tax bill limiting attendance to Becket residents/tax payers only, family members who no longer live in Becket who might want to attend; Response from Committee: only need to control numbers for food supplied by Camp Chimney Corners; events are open to public
 2. August 20, 2014 Rita came to Selectboard with 250th logo submission, Board approved design including banner with “Becket, Massachusetts, Celebrating 250 years, 1765-2015”; How did it change to the one presented to the Selectboard? The flag is the only 250th item with a different design. Bill believes the Selectboard was misled, Committee apologized not intentional, flags should have the date range 1765-2015, Committee had voted to only remove “Celebrating 250 years” because it was redundant

V. Next Meeting

Monday January 12, 2015

Becket Room, Town Hall 4 P.M.

Thank you for your continued attendance and support of this Committee!

VI. Adjournment

Meeting adjourned at approximately 6:12 P.M.

Submitted by: Sandi Jarvis, Thank you

Jan. 4, 2015 email

Folks-

Attached is a draft policy for marketing and distributing the history book. It's a draft only and will be the subject of a discussion at the Becket 250th Anniversary Committee meeting on January 5, 2015. PLEASE DO NOT COMMENT ON THIS DRAFT POLICY VIA EMAIL. There is also a list of potential locations to sell the book. Please look over the list and get a sense of which ones you can contact.

In cases where the book seller is a local, private entity (camps, stores, churches, etc.), it may be advisable to allow the seller up to 30 days to pay for the books, which will wholesale for \$15.00 each. IF AND ONLY IF the committee/town administration deems that billing is advisable and allowable, I've attached after the policy a sample invoice/receipt for this purpose. A copy would be given to the seller at the time of pickup and a copy retained by the town.

The only out-of-town sellers I'm recommending at this time are The Bookloft and The Bookstore, both of which have local history sections. We can discuss any others at the meeting.

If appropriate, we should also discuss who may get a single complimentary copy at no charge, i.e., committee members, Becket and Berkshire Athenaeums, gifts for elected state/federal officials attending the June 21st ceremony, etc.

See everyone Monday-

Bruce

History Book Marketing/Distribution Policy
January 4, 2015
DRAFT

Public/town affiliated entities: Books sell for \$20, all proceeds to the town. Committee members should email/call/visit these entities to see if and how many books are desired. Books to be picked up at Town Hall and proceeds turned over by the public/town affiliated entity to the Town Treasurer every 30 days.

Town Hall
Athenaeum
Arts Center
School
Mullen House

Camps, businesses and other local private entities: Books wholesale for \$15, private entity may sell at any price it likes, but \$20 is the recommended amount. Committee members should email/call/visit these entities to see if and how many books are desired. Books to be picked up at Town Hall and paid for at time of pickup or the town will invoice and accept payment in 30 days.

Becket Chimney Corners YMCA
Camp Greylock
Camp Lenox
Camp Watitoh
Jacob's Pillow
Becket Country Store and Café
Becket General Store
Bonny Rigg Campground
Canterbury Farm
Lindal Cedar Homes
Turn-key Model Homes
Becket Motel
Berkshire Lakeside Lodge
Sherwood Shoppe
Uncle Larry's Tavern
Dream Away Lodge
Kushi Institute
Berkshire Berries
Peace Haven Project
First Congregational Church of Becket
Becket Federated Church

Independent bookstores: Book wholesales for \$15, bookstore may sell at any price it likes, but \$20 is the recommended amount. Bruce will email the proprietors, will deliver books, and they can be paid for at time of drop-off or the town will invoice and accept payment in 30 days.

The Bookloft- Gt. Barrington
The Bookstore- Lenox

(TOWN LETTERHEAD)

Invoice/Receipt

“Becket, Massachusetts: From Colonial Township to Modern Town, 1765-2015”

Date_____

Name_____

Address_____

Phone_____

Email_____

_____copies @ \$15.00 per copy Total Amount

Due_____

THIS INVOICE WAS PAID IN FULL ON_____

UNPAID INVOICES ARE PAYABLE IN THIRTY (30) DAYS