



## **250<sup>th</sup> Anniversary Committee**

March 25, 2016 Minutes

**Present:** Paul Murphy, Mary Ellen Moran, Fran Menard, Don Tordoff, Karen Leavitt, Rebecca Hutchinson, Julie Kukla, Amy Harrington, Deb Smith, Wendy Rappa, Cherie Sanborn, Walt Kutylowski, Richard Moore, Torin Judd, Ernie Robert, Mal Cameron, Dee Jones, Jack Hutchinson

**Meeting called to order at 6:35 pm**

**Sign in and introductions**

**February minutes approved**

**Work Commitment Reports:**

- |         |  |
|---------|--|
| Jack    | Work continues on video – right now focused on the Deerfield Fair at the Center 1914-1937  |
| Paul    | Next church meeting will include Joanne Wasson. Planning for church service and meal continues.  |
| Karen   | Daffodil bulb sale will take place in August; planting in fall. She and Edie are working on developing a calendar for the year's events. Middle school social studies teachers have developed an anthology of interviews with Deerfield citizens; Melissa Davis has purchased music for the parade and is working with the band. |
| Deb     | Variety Show meeting date set – 2 <sup>nd</sup> Wednesday of the month 6:30 – 8 pm GBW building; room TBD  |
| Cherie  | Letters sent to potential advertisers. Cherie, Fran, and Mary Ellen met to discuss ads, prices, and incentives for advertisers.  |
| Richard | Interested in doing something related to historical photography  |
| Torin   | Logo, license plates, poster completed.  |

**Commemorative Book** (Mary Ellen and Fran)

Writing is completed and includes 24 bios and/or cameos of prominent people in the history of Deerfield. Most pictures have been selected. A list of all towns' soldiers who served from the Revolutionary War to the present is being compiled. Mary Ellen, Fran and Don will meet with Dana Van der Biji about the layout. Torin got a production cost estimate: 1000 copies, 30 black and white pages front to back (15 leaves) with heavy stock full color front and back cover would be \$2947.11. Our book will be 75-80 pages. Raymond sources recommend ordering 500 copies to start. They will be sold at the Fair in the historical building and at a booth in the Made in NH area by the Craft Building. Cost TBD, but not more than \$5. The cover will be the poster design and back will be an illustration by Mary Ellen's grandson – small houses making up the shape of a deer in motion.

**Poster** (Grace, Torin, Jack)

Eleven unsigned and three signed sold at the Cabin Fever Fair raising \$202. They are available now at the library. They will also be sold at the Fair. We'll set aside the low number signed posters to raffle at a Coffeehouse event and/or the Beard Growing Contest kick off. The original painting, framed by Wayne Myer, will be donated to the town and could be hung in the Town Hall through our anniversary year.

**License Plate** (Torin, Jack)

The plates can be used as front license plates on New Hampshire registered vehicles from Jan 1, 2016 thru Dec 31, 2016. We'll check on having a letter from the DMV authorizing their use in place of our regular front plates. Cost estimate is \$10 to produce; sale price TBD. Prior to 2016 they could be displayed in car windows or beneath regular plates. Rebecca will ascertain if and when the town clerk may sell them. We can buy as few as 100 at a time.

**Variety/Talent Show** (Wendy and Deb)

Date for meetings has been set – second Wednesday of the month, 6:30-8 pm at GBW building, room TBD.

**Tee shirts and Hoodies** (Jack)

Jack has heard requests from a number of residents and ex-pats to repeat the Teesprings campaigns. Teesprings campaigns are limited to three weeks, and profit is highly dependent on volume. The advantage with Teesprings is there is no inventory to plan, purchase and manage, and never any leftover, unsold stock. We'll review the most popular colors and styles in the November campaigns. We'll consider offering a long sleeve style in a fall sale.

We anticipate selling tee shirts at a much lower price at the July 2016 celebration (Teespring adult sizes tees were around \$20). We'll have to anticipate sizes and then carry the inventory, sell as much of it as we can. Optimally, that sale will be supported by sponsors and we'll have their names or logos printed on the backs. Cherie may include this possibility when she contacts businesses.

**New Business**

**Promotional Buttons** Don suggested distributing buttons to promote the celebration. His suggestion was well received.

**Ad in Fair Pamphlet** Mal suggested a line promoting the 250<sup>th</sup> Anniversary weekend in the Deerfield Fair Brochure. Jack will ask David O’Neal and Dan whether this might be possible.

### **Work Plan Commitments**

Karen	Contact Julie’s brother who owns a nursery about bulk purchase of daffodil bulbs for August sale; line up publicity for sale
Paul	Continue to work with church committee
Mal	Work with Talent/Variety Show Committee
Rebecca	Consider begin/end dates for Beard Growing Contest (November – January suggested); research sale of license plates by town clerk
Julie	Talk with Jack about developing the Website
Amy	Tee shirt sales research; work with Edie on 250 <sup>th</sup> Anniversary booth at the fair
Wendy	Work on button production; Variety show; needs two deer costumes – anyone?
Cherie	Work with Fran and Mary Ellen on pricing for ads, etc. in booklet
Walt	Coffeehouse; contra dance date/time
Torin	Design a promotional button; send the digital image of the poster to Jack and Mary Ellen
Ernie	Talk with Paul Murphy and church group about communal meals
Fran	Continue booklet work
Mary Ellen	Continue booklet work
Dee	Contact Sandra Yacopucci and request photos of her father to forward to Jack; talk with Garden Club about daffodil planting and tour.
Jack	Continue communications with Fair Association; continue development of Deerfield Fair 1914-1937 slide show; work with Mike Driscoll on sketches where photos are not available; keep license plate production moving along.

Date change for next meeting;

**Next meeting will be May 6, GBW building, 6:30-8 pm**

Meeting adjourned: 8:00 pm

Respectfully submitted,

Dee Jones & Jack Hutchinson