

East Windsor 250
Special Meeting
7-21-2016

The July 21, 2016 planning meeting for the 250th Anniversary Celebration of East Windsor met on the future patio of the Osborn House at the East Windsor Historical Society. This is the first formal meeting of the EW 250 committee.

The EW 250 committee was officially formed at the Town Selectmen Meeting on July 19, 2016. Before the July 21, 2016 meeting, Jason Bowsza administered the oath for the committee members voted to the committee: Paul Anderson, Jason Bowsza, Peg Hoffman, Diane Lajoie, Rebecca Talamini, and Bill Thim.

The meeting was called to order at 7 pm.

Attendance:

Present: Jason Bowsza, Timothy Easter, Ceil Donahue, Dan Donahue, Laura Harney, Andy Hoffman, Peg Hoffman, Diane Lajoie, Bob Maynard, Kirk Montstream, Rebecca Talamini, Tom Talamini, Bill Thim, and Lynne Tracy-Thim.

Chairperson Elected: Jason Bowsza proposed that the EW 250 committee should be chaired by someone with a chance of being around for the EW 300th anniversary. Therefore Jason Bowsza made a motion to nominate Rebecca Talamini as chairperson for the EW 250 committee; Bill Thim seconded the motion.

With no other nominations for the position, Paul Anderson made a motion to close the nominations; Bill Thim seconded the motion.

Rebecca Talamini was unanimously voted our chairperson.

Following the election, Rebecca led the rest of the meeting.

Minutes Read: The minutes from the July 7, 2016 meeting were distributed and reviewed.

Jason Bowsza made a motion to approve the minutes as presented. Bob Maynard seconded the motion.

Motion passed.

OLD BUSINESS:

Surplus Distribution: One of our concerns had been what will become of any money left over after the 250th events are completed. Jason checked with the town treasurer and there are no town finance restrictions on the money; we can distribute the money at the committee's discretion. This information will be useful when we approach businesses for donation; we can say with certainty how the money will be used. Some possible uses for any left-over money were discussed at the July 7th meeting; they are listed below as a reminder.

- 300th Anniversary seed money
- The Historical Society
- The Historical Preservation Committee

- The Food Pantry
- A Scholarship: either a history scholarship or to someone born/graduated in East Windsor.
- Divide the remaining money for distribution to the 2018 or 2019 Graduating Seniors; they will each get a little money.
- New Books for the History Departments in the School System.
- 2018/2019? Safe Grad program
- The Senior Center

NEW BUSINESS:

Sub-Committee Formation: Since the steering committee has been officially formed, we can begin forming subcommittees. Anyone who wishes to help is invited to join us on any of these subcommittees; this is a town celebration and we are hoping to get the entire town involved. We started with a review of the committee organization we proposed at the July 7, 2016 meeting to see if we needed to expand or combine any of the committees. For example, do we need an events committee or is that part of planning? The events will be organized by local companies, organizations, and groups throughout town; the local event organizers will report to the planning committee; the planning committee will report to the steering committee. Do we need a Town Beautification/Decoration committee? The Beautification/Decoration would report to the Logo/Branding Committee.

- Steering Committee: controls the money distribution. The other committees will be subcommittees.
- Time Capsule Committee
- Logo/Branding Committee
- Planning Committee
- Fundraising Committee
- Promotion/Merchandising Committee
- Parade/Picnic Committee
- Advertising/Press Committee
- Web and Social Media Committee
- Print Advertising Committee (brochures and flyers)

Time Capsule: The Time Capsule will need its own committee because it isn't a single event. We will bring the time capsule from site to site throughout the year, gathering interest in what is inside the capsule and collecting items to plant in our 2018 time capsule.

Initial Members: Kirk Montstream, Tim Easter, Jason Bowsza, and John Burnham.

Logo/Branding: Before we can do anything else, we need a logo for the EW 250. The logo should be simple—the outline of a building instead of details, a dark background with white lettering, a yellow background with black letters. The design should be basic and transferable to merchandise, stationary, websites, etc. The logo subcommittee will design at least three options to present to the committee and possibly for vote at the East Windsor Historical Society Ice Cream Social on August 13, 2016.

Initial Members: Kirk Montstream, Rebecca Talamini, and Paul Anderson

Promotion/Merchandising: Ideas for marketing items were suggested including hoodies, travel mugs, car magnets, post cards, mugs, EW-opoly (this is an East Windsor version of the board game Monopoly; they sold this game at the bicentennial in 1968).

Initial Member: Peg Hoffman

Social Media: We will have a webpage on our town site, but we should also have an EW 250 anniversary specific website. Bob Maynard will work on the website. Possible advertising includes recording events throughout the year and posting them on You Tube, and robocalls that people can opt-in to receive updates on events going on throughout town, hopefully with a texting option. Tim and Rebecca have offered to do some photography and videos of the events. To do this we will need a central email address to use for all of our social media set-ups; since it is a town committee, we can use the town email server; we would be EW250@EW-CT.com.

Initial Members: Bob Maynard, Diane Lajoie, Jason Bowsza, Tim Easter, Rebecca Talamini

Print Advertising: Print advertising will be responsible for creating and distributing mailings and brochures.

Initial Member: Peg Hoffman

Fundraising: The fundraising committee will approach local businesses and organizations for donations to our EW 250 committee and participation in some of our fundraising events. Since we are officially a town committee, donations will be tax-deductible.

Initial Members: John Burnham, Andy Hoffman, Laura Harney, and Jason Bowsza.

Meeting Schedule: We will be meeting on the first and third Thursdays of the month. Our next meeting is August 4, 2016. We would like to encourage people to participate in our meetings. The agenda for the August 4, 2016 meeting includes a presentation by the logo committee, the time capsule location, a schedule of events/calendar set up; and formation of the planning committee—invite groups to come to our meetings.

Spreading the Word: We discussed different ways we can let people know we are planning this celebration.

We will attend events throughout town where we can set up a table with information about our EW 250 planning events; the tables should be manned by someone from the committee.

- August 13, 2016 EW Historical Society Ice Cream Social (1-3pm); Kirk Montstream, Bill Thim, Lynne Tracy-Thim.
- August 20, 2016: Car show 275 South Main Street (5-10pm); Jason Bowsza
- August 27, 2016: Scout Hall- Vendor Rent-a-Space Fair (9-4pm)
- September 24, 2016: Community Day (10-3pm)

We can have car washes or restaurant fund raisers. These events will bring in some money, but they provide great local advertising.

Information Sharing:

Food Truck Festival: Ceil Donahue met with Tom Arnone, the organizer of the Enfield Food Truck Festival. Tom will try to meet with the committee to help us plan a similar event.

Initial Appropriation: The Town Selectmen requested \$10,000 for the EW 250 committee fund on July 19, 2016. The appropriation was approved by the Board of Finance on July 20, 2016. The measure goes to the public for a final vote on Tuesday August 2, 2016. The more supporters we can gather for the August 2nd Board of Selectmen meeting at 7:30pm, the better.

Jason Bowsza mentioned the EW 250 plans at the Board of Education meeting. The BOE was enthusiastic about the anniversary and will work with us to get the schools involved in the events.

East Windsor Photo History Book: The East Windsor Acadia book will be published by August 2017. Ceil Donahue talked to the publisher; they will make stickers with the 250th Anniversary Logo so we can sell an Anniversary edition. We can purchase an additional 200 more books at the discounted rate. We will sell the books for \$20; they will be \$21.99 in the bookstores.

OTHER BUSINESS:

- Do we have a town historian? Past historians were Devito, Vosak, Ellsworth Stoughton. It seems like the closest we have would be Michael Salvator.
- Do we have a viable Native American group in town?
- We should send a press release to the newspaper events calendars about our meetings; Diane Lajoie will take care of this.
- Can we get a special event permit for the events of the year? Need to check the town and state regulations.
- The Community Day committee will meet Tuesday July 26th, 7:30 pm at the Opera House.
- We should get the dates and locations for the 2017 and 2018 Four Town Fair.
- We should send the Bicentennial You Tube link in an email blast to our committee members.

Jason Bowsza made a motion to adjourn. Paul Anderson seconded the motion. The meeting adjourned at 8:38 pm.

Respectfully submitted,
Diane Lajoie