

East Windsor 250<sup>th</sup> Anniversary Committee  
November 3, 2016  
East Windsor Historical Society

The November 3, 2016 planning meeting for the 250<sup>th</sup> Anniversary Celebration of East Windsor met at the Osborn House of the East Windsor Historical Society.

The meeting was called to order at 7:06 pm.

**Attendance:**

Present: \*Paul Anderson, Ceil Donahue, Dan Donahue, Laura Harney, Andy Hoffman, \*Peg Hoffman, \*Diane Lajoie, Bob Maynard, Kirk Montstream, Debbie Talamini, \*Rebecca Talamini, \*Tom Talamini, \*Bill Thim, and \*Lynne Tracy-Thim.

Absent: \*Jason Bowsza, \*Scott Morgan

\*indicates steering committee members

**Minutes Reading:** The minutes from the October 20, 2016 meeting were reviewed.

Bill Thim made a motion to approve the minutes with changes as discussed. Paul Anderson seconded the motion.

Motion passed with two abstentions.

**COMMUNICATIONS:**

We introduced ourselves at the start of the meeting.

We did not have any special guests or communications this week.

**COMMITTEE REPORTS:**

**250th Logo:** The approved logo has been updated and will be put on our banner. Once completed the banner will be added to the truck parked on the Historical Society's property. There are some marks on the pdf of the updated logo; Paul Anderson will get a clean copy of the logo to distribute. The clean copy of the logo will be ready for all communications: letters, signs, and press releases.

Logo subcommittee-\*Paul Anderson, Kirk Montstream, and \*Rebecca Talamini.

**Time Capsule:** The Time Capsule has noting new to report this week.

Time Capsule Committee: \*Jason Bowsza, John Burnham, Tim Easter, Kirk Montstream, Chuck Riggott, and \*Bill Thim.

**Fundraising Committee:** The fundraising subcommittee met on October 26, 2016. Their initial fundraising target is \$100,000. Once the planning committee has estimates of the costs of the events, the fundraising committee will have a better idea how much money needs to be raised. We need to develop a list of expense items, such as lawn signs for different levels of donors and sponsors. We have some important non-fundraising events that will (hopefully) be revenue neutral; these are important events for promoting town pride and the 250<sup>th</sup> celebration (ex. the Masquerade Ball, the time capsule unveiling, the food truck event, etc.).

The Institute of Public Living in Hartford provides a fundraising grant once-a-year. Andy Hoffman will research their time-frame, requirements for proposals, and deadlines and requirements for the grants.

Possible fundraising activities include an automobile raffle, a cash raffle, helicopter rides over town, and an East Windsor Then & Now book or calendar, home and garden tour. Once some of these fundraising activities have been established, we can use them to raise money for other local organizations after 2018.

The Fundraising Committee is asking the steering committee to finalize a list of charities to receive the residual money after our 2018 festivities. We need to pick at least three organizations in East Windsor to receive the funds, such as the East Windsor Historical Society, 5 Corner Cupboard, Girl Scouts, and Boy Scouts. The Fundraising Committee is going approach people with a combination of form letters, personal hand-written letters, and face-to-face contact.

Fundraising Committee: \*Jason Bowsza, John Burnham, Laura Harney, Andy Hoffman, and Kirk Montstream. Point people: John Burnham and Laura Harney

**Planning Committee:** The Planning Committee is starting to talk to and email different groups in town. Please contact the Planning Committee if you are going to talk to an organization so we don't duplicate our efforts. Debbie Talamini talked to the Lion's club; they have invited us to set up a table at any of their events. The Leo Club is the Lion's Club's high school branch; we can reach out to the high school through the Leo Club.

The first event we would like to do with the high school is the Slogan Contest. Once the slogan is chosen, we will invite the younger grades to create posters using the theme of the slogan. The slogan contest will have prizes; possibly a one-time scholarship. We will use all of the posters submitted to post throughout town. The planning committee will create a draft version of the form and rules for the slogan contest. When we get to the posters, we will require the entrants to be one size only for uniformity when displaying them. We will welcome individual and group-created posters.

We will not have a price list from La Notte's for the Masquerade Ball until 2017; they are still working on this year's New Year's Eve event.

**We still need more volunteers.** This is going to be a very involved committee. If anyone wants to help organize one or more events, please email the 250<sup>th</sup> committee at [EW250@eastwindsorct.com](mailto:EW250@eastwindsorct.com).

Planning Committee: Laura Harney, \*Diane Lajoie, Debbie Talamini, and \*Lynn Tracy-Thim. {Point Person: Lynn Tracy-Thim}

**Promotion and Merchandise Committee:** Now that the logo is complete, the Merchandise Committee is going to decide on the first items to sell. We will invite local merchants to sell our promotional items, but the EW250 committee will control the price, so the items are the same price no matter where they are found.

We are going to look into local businesses first for our merchandise to sell. The Copy Shoppe can handle our printed material; they have our logo on file since they helped us develop it. CJ's Custom Apparel in Windsor Locks provides good quality promotional shirts at reasonable prices; we need to decide size and placement of the logo on the shirts.

Car Magnets: 5 ¾ inches, 3mm, 2 colors.

We are looking into ordering champagne flutes for our Masquerade Ball; the flutes will have our logo and the date on them. We will only order the 220 we need for the Masquerade Ball so this will be a one-time available collectible merchandise distribution.

We will also order merchandise to distribute to potential donors: a notepad with our logo and a pen with our website on it.

Another item we are looking into is a coloring book to sell. Peg Hoffman is going to look into the costs of creating a coloring book.

Bill Thim talked to the postmaster to see if we can get a special cancellation mark of stamps for mail that comes through town; he will look into the form we need to complete. This would be great if we can use it for the entire 2018 celebration.

Since the town has a business account with Staples, we are going to compare prices at Staples to see if we can get a discount. We will try to supply our merchandise through local East Windsor businesses before we go nationally.

Promotion & Merchandise Committee: Ceil Donahue, Dan Donahue, Scott Grizey, \*Peg Hoffman, and \*Rebecca Talamini

**Parade and Picnic Committee:** The Parade and Picnic Committee will work with the Community Day Committee to plan our final celebration of 2018. Community Day will be September 22, 2018 at the Reservoir. We have a few groups who have already shown interest in creating floats for our parade.

Committee: Laura Haney, \*Diane Lajoie and \*Rebecca Talamini

**Social Media Committee:** Our Facebook page is going strong; keep sharing our Facebook page: <https://www.facebook.com/EastWindsor250/>. The East Windsor Facebook page has been posting our meetings. Bob Maynard built our website using Wordpress; we need to start adding content. Bob knows someone with CMS (Content Management System) knowledge. We have started a Symbaloo account for the EW250; it is cloud storage for website urls that can be shared.

Social Media Committee: \*Diane Lajoie, Bob Maynard, and \*Rebecca Talamini

**Print Advertising Committee:** Now that the logo has been completed, we can start our print advertising; Copy Shoppe in Sophia's Plaza hasn't charged us a penny yet and they helped us create our logo. One foot by two feet signs can be posted throughout town; they must be at least ten feet away from the town roads and at least twenty feet from the state roads. We will need to get permits for larger signs and will look into getting the proper town and state permits to put a large sign near exit 44. We will also look into adding-on to the Rotary Club's existing wooden sign. We can set up the A-Frame John Burnham brought for us to use in the back of the Stoughton Truck on the Historical Society grounds. Andy Hoffman recommended that we check Ultimate Sign Company in South Windsor; they did the sign for St. Catherine's Cemetery.

Print Advertising Committee: \*Paul Anderson and \*Peg Hoffman

**Advertising and Press Committee:** The Courant Community weekly local paper did an article on our EW250 committee the last week of October.

The advertising and press committee will be responsible for releasing press releases to the local newspapers and radio stations. Our goal is to bring people from all over to visit East Windsor and see what we have to offer. The Advertising and Press Committee will also invite local reporters to cover our events throughout the year. We still need to establish an Advertising and Press Committee.

#### **OTHER BUSINESS:**

**Veteran's Information:** The Veteran's Dinner made about \$2000. There was a snag with the pricing; both individual and couple's prices were available. Most of the tickets were sold at the couple's discounted rate.

The Veteran's Road Race is November 5, 2016. They had 150 people pre-registered; they often get about 300 people per year. Rebecca is going to share the Veteran's Road Race Facebook page on the EW250 Facebook page. The Veteran's also collect food for the food pantry at the race.

Paul Anderson made a motion to adjourn. Lynn Tracy-Thim seconded the motion. The meeting adjourned at 8:25 pm.

Respectfully submitted,  
Diane Lajoie