

East Windsor 250th Anniversary Committee
November 17, 2016
East Windsor Historical Society

The November 17, 2016 planning meeting for the 250th Anniversary Celebration of East Windsor met at the Osborn House of the East Windsor Historical Society.

The meeting was called to order at 7:00 pm.

Attendance:

Present: *Paul Anderson, *Jason Bowsza, John Burnham, Ceil Donahue, Dan Donahue, Tim Easter, Andy Hoffman, *Peg Hoffman, *Diane Lajoie, Kyle Moore, Tim Moore, *Scott Morgan, Jim Richards, Debbie Talamini, *Rebecca Talamini, *Bill Thim, and *Lynne Tracy-Thim.

Absent: *Tom Talamini

*indicates steering committee members

Minutes Reading: The minutes from the November 3, 2016 meeting were not available; the reading of the minutes is postponed until December 1, 2016.

COMMUNICATIONS:

We introduced ourselves at the start of the meeting.

Tom Talamini is recovering from surgery; we send him our wish for a speedy recovery.

Tim Moore, Ed Thrall's grandson, has joined our meetings. We are going to meet at the Thrall dance hall on December 18, 2016 at 2:00 pm for a tour.

COMMITTEE REPORTS:

250th Logo: The banner with the final logo is on the truck parked on the Historical Society property. It will be posted on Facebook soon. The logo committee is finished with their work; the committee will remain intact with the expectation that nothing more needs to be done for the logo.

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

Time Capsule: The Time Capsule has nothing new to report this week. The committee will get us a price range for time capsules so we can add it to our budget.

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

Fundraising Committee: The fundraising subcommittee will work with a list of the events that won't generate money, the estimated costs of materials (such as signs and banners), and the cost of merchandise to decide their fundraising target; it is tentatively set at \$100,000. We need to decide on a list of organizations that will receive any extra money generated that is not needed once the celebration is over.

One fundraising concern is that the division in town on topics, such as the Fire Districts taxation, might hinder our fundraising efforts.

The fundraising committee will bring a goodie bag to potential donors. It will contain a letter with our new logo in the letterhead and a self-addressed stamped envelope.

The fundraising committee will draft a sample letter for next meeting.

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

Planning Committee: 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 be open to all East Windsor high-school-aged kids; the prizes will be a one-time scholarship. The EW250 steering committee will decide the winners of the slogan contest. We will use all of the posters submitted to post throughout town. Debbie Talamini created a first draft for the rules and entrance form for the slogan contest.

Laura Harney is going to look into possible zoning fixes at the Reservation Park for the Brews, Blues, and BBQ event. Jason Bowsza raised concerns about creating a special zoning exception for the event; we should follow the rules or change the rules for everyone—not have exceptions. An alternate possibility is to find a private land where the event can take place.

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 250th committee at 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 order the first batch of items to sell. Paper items will be ordered through the Copy Shoppe in Sofia's plaza; they helped us with the logo design at no cost. Clothing and other merchandise will be ordered through CJ's Custom Apparel in Windsor Locks.

The **Car Magnets** will be 5 mm thick and 5 ¾ inches in diameter; they will contain our two-color logo. The car magnets will cost between \$1.37 and \$1.81 each, depending on the size of our order.

The **Coffee Mugs** are 11 oz white ceramic with our two-color logo. They will cost about \$1.86 each.

The **Tote Bags** will be a natural beige color with our two-color logo. They will cost between \$5.98 to \$6.12 each, depending on the size of our order.

The first **Sweatshirts** offered will be grey pullovers without a hood. They will have a small logo on the front of the shirt. The merchandise committee priced hoodie sweatshirts; they will get prices for the pullovers.

The Merchandise Committee is going to order 500 magnets, 300 mugs, 200 tote bags, and 48 sweatshirts initially.

The town treasurer, Kim Lord, writes checks every two weeks; the merchandising committee will verify the procedure to order and pay for the items with Kim.

Jason Bowsza made a motion to authorize the merchandise subcommittee to spend up to \$3000 on the first batch of merchandise. Scott Morgan seconded the motion. The motion passed.

The following items are being considered for the second round of merchandise purchased: notepads and pens. Minuteman Press quoted \$300 for 500 3 x 3 pads and \$.35 to \$.65 each for pens. Another merchandising idea brought up was auto license frames.

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.

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

Parade and Picnic Committee: Nothing new to report this week.

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

Social Media Committee: Our Facebook page is going strong; the page has 197 likes. Keep sharing our Facebook page with your friends:

<https://www.facebook.com/EastWindsor250/>. We will start a proposal for our social media campaign. One idea is to create a scavenger hunt app that takes people different places in town or promotes EW250 sponsoring businesses. (Geocasting, scavenger hunt, Little Drummer Boy, IQ scavenger hunt app.).

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

Print Advertising Committee: Nothing new to report this week.

Print Advertising Committee: *Paul Anderson and *Peg Hoffman

Advertising and Press Committee: Nothing new this week.

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:

No other business this week.

Scott Morgan made a motion to adjourn. Paul Anderson seconded the motion.

The meeting adjourned at 8:11 pm.

Respectfully submitted,

Diane Lajoie