



East Windsor 250th Anniversary Committee
January 5, 2017
East Windsor Historical Society

The January 5, 2017 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, Ceil Donahue, Dan Donahue, Frank Dzieolziak, Tim Easter, Laura Harney, Andy Hoffman, *Peg Hoffman, *Diane Lajoie, Bob Maynard, Kirk Montstream, Ian Neill, Debbie Talamini, *Rebecca Talamini, *Tom Talamini, *Bill Thim, *Lynne Tracy-Thim

Absent: *Jason Bowsza, *Scott Morgan

*indicates steering committee members

Minutes Reading: The minutes from the December 15, 2016 meeting were reviewed.

Paul Anderson made a motion to approve the December 15, 2016 minutes; Peg Hoffman seconded the motion. The motion passed with one abstention.

COMMUNICATIONS:

We introduced ourselves at the start of the meeting.

Frank Dzieolziak joined us for the first time tonight. Frank is the owner of Dari-Delite, a family business that has been in town for 60 years...

COMMITTEE REPORTS:

Time Capsule: Nothing to report. The committee will have some ideas to share for the next meeting. They will also check on the pricing options for time capsules so the fundraising committee can add that figure to their budget goals.

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

Planning Committee: Debbie Talamini is working with the Leo Club to get news of the slogan contest to the students. Debbie has talked with the Leo Club several times now, and she went to Leo Club installation last night. They have 20 new members. They have several ideas on how to promote the EW250 logo contest: English teachers, advisors, and the kids are on board. There will be entry boxes at the high school and in the selectman's office. February 10th is the deadline for the logo submission.

Masquerade Ball: This year the price was \$95 per person for 5 hour open bar, or \$75 per person for a 2 hour open bar. Based on their results this year, La Notte's is not going to offer a 2 hour open bar next year, only a 5 hour open bar. Since \$95 per person is expensive, we are going to hold off on putting down the deposit until we have looked into other venues. We thought of checking to see if Nutmeg can come to our next meeting to discuss their options; Nutmeg cannot accommodate 200 people

on New Years Eve. We will look into having the Masquerade Ball at Maneeley's Banquet Hall.

Blues, Brews, and BBQ Event: Dave Keller from the Dave Keller Band will charge \$1200 to \$1500 for a three-hour event. Since they come from VT, we also got them hotel rooms; we might approach a hotel in town to provide the rooms for free. Laura will look into the Merlot on the Water for the Blues, Brews and BBQ event. Stir The Pot has a smoker that might be brought to our location for the event. Laura will also look into hosting the event in the Golden Gavel parking lot; there is plenty of room and we can rent port-a-potties.

The Food Truck Fest is now officially on the Scout Hall calendar. The dates being held are Saturday June 16, 2018 and June 23, 2016 so she can start checking with food trucks to see who is available. We are targeting about 20 food trucks.

Someone from the Youth Center will try to come to the next meeting.

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. We may need to create subcommittees for some of our larger projects, such as the Masquerade Ball.

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

Fundraising Committee:

Andy contacted Carol Madore at the town hall. The town will have a brand new list of the businesses in town by February. We can also obtain a voting list for individuals in town.

Bulk mailing through the Enfield post office is \$250/year plus the cost of the mailings. The mail will be 31cents for flat mail (a 10 cent per envelope saving). We will need to use printed labels, not hand written envelopes. We are estimating that we will need to do 5000 to 7000 mailings 3 to 7 times over the next 18 months.

A small PO Box in Warehouse Point is \$48/year; we will need it for two years.

Paul Anderson made a motion to allocate the \$96 and rent a small PO Box for two years. Diane seconded the motion. The motion passed.

Rebecca will rent the box this month.

The fundraising committee will start having regular sub committee meetings this month.

Dan Donahue looked into the legality of a GoFundMe page. Dan spoke with the town treasurer, and we can set one up the way the Youth Center did. The GoFundMe page will be set up through a private person and then the committee will submit the money to the town. Dan will get more details, including the fees, for the next meeting.

Bill Thim spoke to the postmaster in Broad Brook about a special EW250th cancellation. We will give them the artwork, and they will create the stamp. Mail leaving East Windsor in 2018 can have our logo on the stamp cancellations.

We need to establish donor levels, such as bronze, silver, and gold, and the values for each level. We will need to design a plaque using our logo to distribute to the donors. We should also look into designing a lawn sign so our donors can advertise their support.

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

Promotion and Merchandise Committee: The sweatshirts and tote bags have arrived. The magnets and coffee mugs are due in soon; they are from an outside vendor, purchased through CJ's. CJ's gave us a \$100 credit towards the next order

because of the delay. We will order t-shirts after we have received some revenue from the current merchandise and we have the slogan.

We sold 10 sweatshirts and 13 totes on New Year's Day Hike. We will discuss places that can sell the items when the rest of the items arrive. Rebecca has a binder keeping track of the sales and who has what for sale. Rebecca is bringing the merchandise to the selectmen's meetings. The prices will be set as follows:

- Car magnets (cost \$1.37 each) will be sold for \$5 each
- Mugs (cost \$1.50 each) will be sold for \$5 each.
- Tote Bags (cost \$6 each) will be sold for \$8 each.
- Sweatshirts (cost \$12-\$15 each) will be sold for \$20 each.

We will create a 2018 calendar available for sale at the 4 Town Fair and the Masquerade Ball.

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

Parade and Picnic Committee: At the selectman's meeting on December 20, 2016, Steve Dearborn offered to combine with some other businesses to pay for fireworks for community day 2018 \$5000.

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

Social Media Committee: Rebecca is adding the slogan contest to our Facebook page. Rebecca has updated the website with slogan, merchandise, calendar, events, and subcommittees.

We need to set up a disclaimer that any photos or videos submitted are available for the EW250 to use. Submission is permission for us to use the submissions in any way we intend.

Keep sharing our Facebook page with your friends:

<https://www.facebook.com/EastWindsor250/>.

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

Print Advertising Committee: We will use Copy Shoppe for all of our printing. Rebecca has his contact email for the Copy Shoppe.

Print Advertising Committee: *Paul Anderson and *Peg Hoffman

Advertising and Press Committee:

We will advertise the slogan contest.

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:

Tom Talamini made a motion to adjourn. Paul Anderson seconded the motion. The meeting adjourned at 7:57 pm.

Respectfully submitted,
Diane Lajoie