



East Windsor 250th Anniversary Committee
June 1, 2017
East Windsor Historical Society

The June 1, 2017 planning meeting for the 250th Anniversary Celebration of East Windsor met on the patio 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, Barbara Burnham, John Burnham, Andy Hoffman, *Peg Hoffman, *Diane Lajoie, Kirk Montstream, Tim Moore, Debbie Talamini, *Rebecca Talamini, *Tom Talamini, *Bill Thim, *Lynne Tracy-Thim

Absent:., *Scott Morgan,

*indicates steering committee members

Minutes Reading:

- The minutes from the May 18, 2017 meeting were reviewed.

Paul Anderson made a motion to accept the minutes as written; Lynn Tracy-Thim seconded the motion. The motion passed with one abstention.

COMMUNICATIONS:

Our very own Andy Hoffman is this year's Rotary Club Citizen of the Year. The Rotary Club dinner honoring Andy will be Thursday June 15, 2017. Tickets are available at Joe's Fine Wine and At the Dam Restaurant.

Since we didn't have anyone new attending the meeting, we didn't introduce ourselves at the start of the meeting.

July is Parks and Recreation month. Melissa Maltesse contacted us asking if we wanted to host an event. Since time and money are at a premium right now, Rebecca told Melissa we couldn't host an event, but we would like to set up a table at the events they do hold.

COMMITTEE REPORTS:

Time Capsule: The time capsule will be a 60" tank with a 24" diameter. We will solicit donations to the time capsule at each of our 2018 events. We will ask people to put their return address label on the item, so we can keep track of who donated what. We talked about putting the town's date of incorporation as the date the time capsule should be opened in 50 years.

The CT Engineering Department recently buried a time capsule. They used sealed glass containers inside of a concrete vault. Everyone involved in the project signed the capsule before it was buried.

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

Planning Committee:

Walking Tour: We need to get the price for Bill Hosley's walking tour. If Mr. Hosley is too expensive, we might look into the services of Jessica Vogelgesang from the Wood Memorial Library in South Windsor.

School Participation: Debbie Talamini will contact the Elementary and Middle Schools' art and history teachers to see if they will help us promote some EW250 events, including the Poster Exhibition. The Poster Exhibition will start in September when the kids return to school.

Food Trucks: We now have 5 food trucks scheduled for our festival.

The Planning Committee is putting a hold on scheduling any more events until we have more money raised.

We still need more volunteers. This is 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: *Diane Lajoie, Ian Neill, Debbie Talamini, and *Lynn Tracy-Thim, Bill Thim. {Point Person: Lynn Tracy-Thim}

Fundraising Committee:

Bulk Mailing: We need to send our bulk mailing to the EW residents soon. Park Hill has about half of the envelopes stuffed. Paul Anderson is working on the mailing labels; there are 8,040 entries that need to be reduced to one entry per household. So far Paul has sorted through 1,077 of the entries. We might be able to get the car tax list to merge with our list to quicken the process. Jason Bowsza has a contact with a CSV file of the residence list. Once the file is ready, we need to create the labels for the residential letter, and pay to mail them.

- **Paul Anderson made a motion to have the roughly 5,000 residential labels printed at the Copy Shoppe; the exact cost will depend on the number of labels (approximately \$230). Bill Thim seconded the motion. The motion passed.**
- **Paul Anderson made a motion to approve the bulk mailing of the residential letters, the exact amount will depend on the number of letters mailed (5,000 letters will cost \$1,430). Bill Thim seconded the motion. The motion passed.**

Business Mailing: The Business Letter is ready to be printed. We have about 800 businesses on our town list. Wadsworth Press will charge us \$81.30 to create the envelopes we need for the business mailing. Postage for the business mailing will be \$236. Labels for the mailing will cost \$35 and printing the business letter at Merritt Graphics in New Haven will cost \$165 + \$7.95 for shipping.

- **Bill Thim made a motion to print the envelopes at Wadsworth Press for \$81.30. Paul Anderson seconded the motion. The motion passed.**
- **Paul Anderson made a motion to have the business mailing labels printed for \$35. Bill Thim seconded the motion. The motion passed.**
- **Jason Bowsza made a motion approve spending the \$236 postage for the bulk mailing of the business letter. Bill Thim seconded the motion. The motion passed.**
- **Paul Anderson made a motion to print the business letters at Merritt Graphics out of New Haven for \$165 + \$7.95 shipping (\$172.95). Bill Thim seconded the motion. The motion passed.**

Fundraising in General: The fundraising is not going well. Andy Hoffman has visited about 35 of the largest companies in town; however most of them have policies that require procedures to request donations that don't include personal visits. We discussed alternate ways to raise money such as selling advertising to the program for the Masquerade Ball, Seeking companies to sponsor the tables at the Masquerade Ball, and seeking a sponsor per month on the calendar we are creating.

Signs: We discussed ordering lawn signs to give to donors to advertise their generosity. Tim Moore researched prices for double-sided 24 by 24 inch signs and single-sided 30 by 30 inch signs. The 24 inch signs cost \$34 each with a minimum purchase of 4, \$32 each with a minimum purchase of 12, and \$30 each with a minimum purchase of 24 signs. The 30 inch sign costs \$52 each with a minimum purchase of 4, \$50 each with a minimum purchase of 12, and \$48 each with a minimum purchase of 24 signs. We decided not to purchase the 30 inch signs; we are going to offer the 24 inch signs. For a \$50 or greater donation, we will send a "thank you" EW250 Celebration sign to the donor. We will wait

until we have enough qualifying donations before we place a bulk order for the signs.

Paul Anderson made a motion to provide 24 by 24 inch EW250th Celebration signs to donors who contributed at least \$50 to the East Windsor 250th Celebration Committee. Bill Thim Seconded the motion. The motion passed, with Peg Hoffman abstaining from the sign discussion and vote.

Wood Signs: Tim Moore looked into the costs of the wooden signs we ordered. We were quoted and voted on purchasing four painted wooden signs for \$800. If we paint the signs ourselves, the sign company will charge us \$340 for the four signs. We will spray paint the blue background, and hand paint the white lettering. Tom Talamini said he can donate the white paint; Tim Moore will look for the blue paint.

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

Promotion and Merchandise Committee:

Wind Chimes: The wine bottle wind chimes are completed. We can start selling them at our events including this year's 4H and 4-Town fairs. We will charge \$15 for the small bottles and \$20 for the large bottle wind chimes.

Event's Map: Rebecca Talamini created a map identifying the locations of our EW250 events. The map is the size of a placemat; if we add the address of the events on the back of the map, we could make placemats to sell.

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

Parade and Picnic Committee:

No updates this week.

Committee: *Diane Lajoie, *Rebecca Talamini, *Bill Thim

Social Media Committee:

Nothing to report this week. Keep sharing our Facebook page with your friends: <https://www.facebook.com/EastWindsor250/>.

Rebecca will update the merchandising page of the website with our new t-shirts.

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

Print & Advertising Committee:

The Advertising and Press Committee:

Since we do not have any volunteers for the Advertising and Press Committee, we decided to merge the Print and Advertising Committee and the Advertising and Press Committee. The new Print & Press Advertising Committee will handle for all forms of non-electronic advertising.

Paul Anderson made a motion to merge the Advertising and Press and the Print and Advertising Committees. Bill Thim Seconded the motion. The motion passed.

Print & Press Advertising Committee: *Paul Anderson and *Peg Hoffman

OTHER BUSINESS:

Nothing this week

Paul Anderson made a motion to adjourn. Bill Thim seconded the motion.

The meeting adjourned at 8:06 pm.

Respectfully submitted,
Diane Lajoie