



250th TOWN ANNIVERSARY COMMITTEE

MEETING MINUTES for Thursday, May 12, 2015

MEMBERS

PRESENT: Virginia Simms George (Chair), Thomas Lowe (Vice-Chair), Norm Corbin (Clerk), David Carlson, Amelia Graham, Robert Marchetta, Lorna Helms, Dale Rains (Treasurer), Cathy McAuliffe

ABSENT: all were present

OTHERS: Diane Wackell (Executive Assistant), Bill Pantazis (Selectman), Dawn Rand (Selectman), Andy Dowd (Town Clerk), Joan Frank (School Comm.)

Meeting Called to order: 5:30 pm.

Meeting Minutes: the meeting minutes for 4/23/15 were accepted with minor corrections. N. Corbin will make corrections and redistribute the final version.

• Chairman:

- \$20,000 was authorized at Town Meeting to support the 250th celebration
- The 250th Committee will receive a \$1200 donation from the company "Republic Services". The plan is to have the check received at an upcoming Board of Selectmen Meeting.

• Finance Committee:

○ Fund Raising:

- **Tiered Fund Raising Effort:** Lorna presented her proposal for 3 different sets of Tiered funding. One for large corporations, one for small organizations and one for families. The Committee agreed that the tiered system was okay and to move forward using it.
- **The Art Auction** - with Lions Club on May 8 raised about \$200.

○ Budgets:

- Lorna prepared a preliminary profits estimate from the various fund raising events. Total profit should be on the order of **+\$87k**. This included the Golf Tournament, 5K Road Race, Sponsored Street Banners, Cookbook, Commemorative Items, Tiered Fundraising and Yard Signs. To fine tune the estimates she needs a decision on the logo because it affects some costs.
- A motion to accept Lorna's financial report was made by Cathy and seconded by Dave and passed unanimously.

• Publicity/Marketing:

- **Website / Facebook** – A printout of an initial design was presented. No decision regarding its acceptance was made at this time.
- **Logo** - Four additional designs prepared by the person working on the website were presented. Although they were nice, the general consensus was they were to elaborate to be used considering the cost for reproducing them on signage, banners and memorabilia. Tom made a motion to accept an earlier simple design presented at the last meeting by Lorna. It was seconded by Bob M. and passed unanimously.
- **Commemorative Items** - Lorna and her marketing team have selected 7 items to be available for sale with the 250th Logo. They are: a coin, pin, coffee mug, T-shirt, hat, jacket and Christmas ornament. She is looking for a vendor and pricing.

• Town Planned Events:

- **Kickoff Event (Sunday January 24, 2016)** - No Report
- **250th Gala Ball Event (January 30, 2016)** – Linda Abusamra has been selected as the chairperson to organize the Gala. Linda Corbin's name has been forwarded Virginia for any assistance.
- **5K Road Race (May 22, 2016)** - date has been decided
- **Family Game Day (August 14, 2016)** – date has been **changed**
- **Birthdays Party / BBQ (Summer 2016)**- No Report

- **Senior Event** - Dawn and Amy indicated that the Senior Center is planning to host their own event, possibly a fashion show. Norm will put Ellen Racine from the Historical Society in touch with the Senior Center as both are interested in a fashion show.
- **Parade & Fireworks (September 17, 2016)** - No Report
- **History Events** –
 - **Guest Speaker:** Date To be determined
 - **Town History Tour with a Trolley:** Date Selected
 - Sunday Afternoon, May 15 2016, Rain Date May 22
 - **Town Pamphlet:** This needs additional discussion
 - **Historic Culture Contest:** Needs additional discussion
 - **Scavenger Hunt:** No Report
- **Community & Civic Organization Participation:**
 - **Historical Society (Dates starting to get locked in)**
 - **Cemetery Tour:** Saturday Evening, Sept 24 2016, Rain Date Oct 1
 - **Photo Contest:** From June 1 2015 to May 31, 2016
 - **Hunt for History:** May 15, 2016
 - **Fashion Show:** sometime in June 2016
 - **Harvest Supper:** October 22, 2016
 - **Historic Home Tours:** on hold
 - **Town History Book:** no date yet
 - **Nine Monthly Programs:** They are considering that all 2016 programs will focus on Northborough
 - **School Participation**
 - Joan Frank from the School Committee would like a partnership with the schools regarding the 250th celebration.
 - This will be brought up at the September 2015 School Committee Meeting.
 - She mentioned a good way to disseminate information is via the School Newsletters. It appears there is both a paper and electronic version that we should be considering. To have information in the Start of School August Newsletter, she would need the information by this July.
- **Event Planner** – No Report

Adjournment: Motion for adjournment at 6:45pm by Cathy, seconded by Bob. Passed unanimously

Documents used during meeting:

- Meeting minutes from: 4/23/15
- Agenda for current meeting
- Preliminary Fundraising budget information
- Historical Society E-mail regarding their 250th celebration plans
- Proposed Tired funding

Agenda for Next Meeting:

- Acceptance of Meeting Minutes
- Finance Committee Update
- Website update
- Sub-Committee Reports
- Any other business to come before the Committee

Respectfully submitted,
Normand Corbin, Clerk, 250th Anniversary Committee