

Minutes
Meeting of the July 4th Celebration Committee

Thursday, February 11, 2010

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Fireworks Friday July 2, 2010 Rain date Monday July 5, 2010
4th of July Parade on Saturday, July 3, 2010 at 10:00am

Present: Jane Peno, Pete Howerton, Glenda Downs, Dave Hubbard, Susan Christie, Lisa Scapellati, Bruce Ayer, Sally Tucker, Bill Pomeroy

Meeting was called to order by Jane Peno at 4:55pm

1. Bruce Ayer from Friends of the 4th said that the Friends had \$4,000 "in the kitty" for the 2011 fireworks. He voiced frustration because he felt there was little support from the Board of Selectmen for the 4th of July festivities. He needed guidance as to whether or not to start fundraising for 2011. The Friends were willing to do so but felt they should start early. He will try to get on the agenda for the Board of Selectmen's meeting and ask the BOS if they have made a decision regarding 2011. \$150. has already come in to the Friends as a result of the article in the Cape Codder. Bruce asked if he should return that money. The Committee advised him to keep it for now. It can always be returned at a later date.

2. The Committee discussed how Eastham and Brewster should be approached to contribute to the Orleans 4th of July festivities. Pete Howerton will talk to Ed Lewis from Brewster and Kip and Jean Snow from Eastham. Bill Pomeroy suggested that posters, asking for donations, be put up in the Brewster and Eastham Post Offices and some of the businesses. He will work on sample posters for these locations. Lisa Scapellati offered to talk to Dave Willard at Cape Cod 5 about contributing to the parade. Sally Tucker took this opportunity to say that a number of the Orleans businesses were unhappy that the parade was going to be Saturday, July 3rd. They felt it would interfere with their business and because they would be open on the 3rd, they would be unable to have a float in the parade. The last time there was this conflict, the parade was eventually held on the Sunday in the afternoon. The Chamber was working on a solution to ease this unhappiness before "it got out of hand" --- perhaps putting banners in store windows to encourage people to come into the stores after the parade and the like.

3. Web Site - It was recognized that we needed to work on the content to be placed on the Town website. None of us felt comfortable about designing a website, so Jane Peno offered to speak to someone in her office, who is good at doing this, and see if she would write the information needed for the web site. Sally Tucker said that the Chamber has a new website, which is "terrific", and we could link our information from the Town website to the Chamber's website which receives 14,000 hits (a month, a season?). The parade entry form should definitely be on the Town website, and the committee decided to discuss the website in greater detail at the March meeting.

4. The Committee decided that it would be counterproductive to charge an entry fee as a means for generating more money for the parade. We probably would lose a number of entrepreneurs for the little bit of money collected.

5. Old Business -The Committee discussed the need for a bulk mailing at length. Bill Pomeroy showed a postcard used for Christmas in Orleans which had worked well. Sir Speedy charged \$150 for 500 postcards (\$300. for 1000) with a picture on the front and text on the other side. Bill will work on some sample postcards for the March meeting. For additional money, Sir Speedy would mail them for a bulk rate. Bill also suggested TypeTrends in Hyannis which he estimated would be half the cost of Sir Speedy. Pete Howerton said the Orleans Yacht Club is working with students from Cape Cod Tech, which has a good operation, for a big mailing by OYC. We could send our PDF to them for printing which they would do quickly and very reasonably. The postcards would require labels as was needed for the 1st class letters last year. It was felt this should be on the March agenda, too.

Trophies - It was felt that trophies should be on the March agenda as well. Sue Christie mentioned that Signorama on White's Path in Yarmouth has done plaques for the Orleans Improvement Association. She also said that OIA did their own framed certificates for the winners of the decorating contest they have run for the past 3 Christmases. The certificates can be printed with special computer software and have been very pretty, using frames from the Christmas Tree Shop. Sue will speak to Eileen Godin, who has been doing the awards for OIA.

Fund Raising Ideas - It was suggested that a can be placed at the store for the Firebirds which Ken Farrar might mention as he's announcing the baseball games. Sally Tucker suggested that a can be placed at the Orleans Chamber of Commerce booth at the Lower Cape Expo, being held at the Four Points Sheraton on April 3rd. She will talk to the Chamber Board about this idea. The map used by Christmas in Orleans was done by Map Resorts whose rep for Orleans is Jerry Peissier (508-681-9804). The committee was concerned that the map idea might conflict with the seasonal map done by businesses in town. It is also very expensive unless the cost is divided by a number of contributors.

Timeline

Lisa Scapellati will talk to Kathy Lenox about the theme contest and will update the theme application.

Pete Howerton will talk to the Orleans Police and Fire Departments about the fireworks and parade dates.

Glenda Downs will talk to the Orleans Elementary and Middle schools in April about moving the buses. She will also send the invitations to the judges and the Grand Marshal once these are decided.

Dave Hubbard will reserve the Skaket Room for the March 11th meeting.

Sue Christie will check with Thompson's Printing to see if we can get into the Orleans Guide.

Meeting was adjourned at 6:00pm.

Bonnie Roy
March 11, 2010
for Susan Christie