



**TOWN OF WAYLAND  
MASSACHUSETTS  
01778**

TOWN BUILDING  
41 COCHITUATE ROAD

**Wayland 375th Anniversary  
Commemoration Committee  
MEETING MINUTES  
Thursday, January 13, 2011**

The Wayland 375th Anniversary Commemoration Committee met Thursday, January 13, 2011, at 7:00 PM in the small meeting room on second floor, 41 Cochituate Road, Wayland:

Ms. Mary Antes  
Ms. Lois Davis  
Ms. Lynne Dunbrack  
Mr. John Dyer (arrived 7:40 p.m.)

The meeting was opened at 7:00 PM. There was no public comment

The meeting started with a discussion of which date to commemorate the initial founding (1638) or when it was incorporated (1639), or both dates if the Town plans a year-long celebration.

Lynne Dunbrack distributed a chart that compares how Concord, Hingham, Ipswich, Lexington, Marlborough, and Needham commemorated their major anniversaries. The matrix describes how the committee was organized, duration of the celebration, events, funding, promotion and time capsules. The intent of the chart was to get a conversation going about different things that Wayland could do.

The committee brainstormed about events, funding and promotional activity. A listing of ideas generated by topic area are attached to these minutes.

### **Past Celebrations**

Committee members who participated in past Town celebrations offered their insights on those events:

- *Bicentennial celebration.* Mary Antes chaired the Bicentennial Committee. Events/activities included a large parade, a concert at the Stadium (WHS football field), fireworks at the high school, a dance, painting fire hydrants, historic tours (a booklet written by Bobbie Robinson that was published for the bicentennial could be republished for the 375th), and a cake quilt.
- *Annual Strawberry Festival.* The event was put on by the Town House Committee as a fundraiser and held at the high school. It featured strawberry related items such as strawberry shortcake and a strawberry queen was crowned.
- *1780 - 1880s Celebration.* Peter Gossels might have information about this event which ran a couple of weeks.

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## **Mission**

Last, the committee spoke briefly about the mission of the 375th Anniversary Commemoration Committee. While the committee did not discuss a formal mission, it was acknowledged that the committee should be careful not to be too ambitious nor try to do it all. The committee should play a coordinating role and support over arching responsibilities such as fundraising and promotions.

## **Key Decisions to be Made**

Through the course of brainstorming several key decisions were identified as follows:

1. Which date to celebrate? First settled in 1638 or in 1639 when Wayland received its chart from the Bay State. Event could encompass both dates by starting in 2013 and ending in 2014.
2. How long should the commemoration last? A weekend (similar to Concord), a number of months or a full year?
3. How closely does Wayland want to celebrate with Sudbury who is also contemplating a 375th celebration? A year-long Wayland event would event would allow us to encompass the 1639 date in our celebrations.
4. Cochituate has historic ties to Natick, so we might want to take their dates into considerations.
5. Shall the town celebrate various periods of time in the town's history? Native Americans (though not a permanent settlement), puritan/colonial/revolutionary, civil war, industrial (farming and shoe factories), post WWII -- The Bugle and the Jeep published. The Great Depression, Future historic conversations.

## **Next Steps**

1. Lynne Dunbrack suggested that each board member select one of the local towns in the chart presented at the meeting and call the chair of its commemorative committee to glean best practices and lessons learned. Committee members agreed to call the following towns: Concord/Mary Antes, Hingham/Lynne Dunbrack, Ipswich/Frank Kennedy, Marlborough/Lois Davis, and Needham/John Dyer. It was decided that Lexington, who will be turning 300 in 2013, is too early in its planning process to contact.
2. Contact ArtsWayland, the Historic Commissions and Society, Wayland Business Associations, Clergy Association and School Administrators to solicit ideas on how they might want be involved in commemorating Wayland's 375th anniversary.
3. Mary Antes to call Marie Valente, Town Manager of Sudbury, to identify which dates Sudbury was contemplating celebrating (founding vs. incorporating).
4. Draft a letter to the various organizations in Town to invite their participation and coordinate with their events.

The Board adjourned at 8:50 PM.

## **Brainstorming Summary**

### **Events**

The committee briefly brainstormed potential events, including:

- Walking tours given by the historic commissions and/or society.
- Historic lectures presented by the historic commissions and/or society on topics such as archeology, the rail trail, famous historic figures in town. Lois commented that lecture series hosted by the library tend to be better attended.
- Wayland Reads -- a book with ties to Wayland's history.
- Pageant depicting how the town was founded.
- Water fountain show hosted by Jackson Madnock.
- A dramatic play that could be performed at various times for different audiences, such as during the day at the schools across town, in the senior center for seniors, and over the weekend for people who work.
- Involve the schools. For example, reach out to Kevin Delaney is the chair of Social Studies at the High School and Middle Schools.
- Republish Howard Russell's columns (or select columns) that were published in the Town Crier for many years.
- Involve professors who live in Wayland and live in town and teach at nearby colleges. For example, Vera Laska. Bernie Schuster has presented a course on the Great Depression at Regis College.
- A community parade between Cochituate and Wayland
- Trivia game in the Wayland Town Crier or a treasure hunt.
- Commissioning a painting. Mary Antes noted that before doing this, it would be important to know where the painting would be displayed (e.g., Town Hall, Library, one of the schools).
- Tie in the RiverFest celebration. Brian Donahue (Weston resident and professor at Brandeis) has lectured in the past about the role of Sudbury River and other waterways played in the early settlements.

### **Funding**

- Mary Antes commented that for the Bicentennial, they sold buttons and that the town did not provide funding for any of the events. However, the town administrator anticipates that we will ask for some money for the 375th celebration.
- Other funding could include sponsorships from the business association and banks.
- The Committee concluded that we will need someone focused on fundraising.

### **Marketing and Promotional Activity**

The committee briefly brainstormed potential marketing and promotional activities, including:

- Newspaper media sponsorship and photos appearing in the local Town Crier
- Facebook
- Tax inserts

- Town web site