

Wayland 375 Minutes  
Wednesday January 25, 2012

Called to Order at 7:00 pm.

Present:

Mary Antes

Jane Sciacca

Lois Davis

John Dyer

Peter Gossels

Barbara Holtz

Deborah Seidman

Allison Tobia

Guests: Finance subcommittee members: John E. Beard, Elaine F. Gossels, Cile Hicks, Chris Jenny, Robert S. Johnson, Robert Mainer, Bruce Schwoegler, and Molly Upton.

There being no Public Comment, the Committee reviewed the Minutes of the December 2011 meeting. A Motion was made and the Minutes of the December 2011 meeting were unanimously approved.

WEB SITE

Brad Keyes led a discussion about the status and planning of the Wayland 375 web site. Mr. Keyes developed a proposed framework for the web site, where each event or activity posted on the site would have at least the following common components:

Home

Events

Calendar

Tickets

History

About Us

The uniformity of each page within the web site is expected to aid public users in navigating the site and easily locating the specifics of each event.

There was a discussion of whether the Wayland 375 site should be hosted on the Town's web site, or simply be a link on the Town's existing site. One benefit of having Wayland 375 linked from the Town's main site is that it would bring awareness for the Wayland 375 celebration to the attention of people who are not specifically searching for Wayland 375.

The Committee was favorably disposed to the format of having the Wayland 375 site function independently of the Town's site, but be accessible via a link from the

Town's site. This would allow Wayland 375 to quickly and efficiently edit and update its site, without the necessity of having to go through Town technical channels.

The Committee then discussed the possibility of having the Wayland 375 calendar of events linked with the Town of Wayland calendar of events. Given the large number of Wayland 375 events, and the many different town departments and councils (e.g. schools, aging, arts, etc.) that will be involved in the celebrations, it would be very helpful if all of the various calendars could be linked together. After discussion, however, it became clear to the Committee that the Town does not have such a "master calendar" to which we could link our events. The Committee will give further thought about how to avoid scheduling conflicts in the absence of a master town calendar.

The Committee will look into getting input from Wayland Recreation, Wayland eNews and the Wayland Patch. Deborah Seidman and Brad Keyes will try to arrange a meeting with Mary Ann DiNapoli, who schedules the meetings for the town selectmen.

### Funding

The Committee discussed the issue of financing for the events. Wayland 375 envisions a full year of historical, informational, entertaining, and celebratory events. There would ideally be a large-scale opening event at the beginning of the anniversary year, and a large-scale closing event (including parade and fireworks). There will be a number of small events each week during the anniversary year (arts, books, film, food, etc.). The Committee would also like to have something permanent come out of the anniversary.

It is the two main events that will likely account for the majority of costs. Wayland 375 is requesting \$30,000 from the Town in the next budget. Other towns that have had smaller plans have incurred costs approaching \$200,000 (e.g. Ipswich \$167,000). The bulk of the Wayland 375 budget will come from private donations.

Brad Keyes will develop a more specific vision of what the parade will entail and what it could cost. Mr. Keyes will speak with the Town of Wayland Ceremonies Committee, who put on a small annual Memorial Day Parade.

Peter Gossels reported on his efforts to put together a finance committee. Mr. Gossels has identified a number of public-spirited, active members of our community who may be able to assist in generating significant public donations to help finance the events.

The Committee will provide the finance committee with more specific information about the planned events and potential costs. The finance sub-committee needs more information on the events, particularly the large-scale events, before they can

raise money so that they will be able to explain to donors what it is they are contributing to.

The Committee then discussed possible fundraising ideas. We will have commemorative items to sell (e.g. commemorative coins, update of the Town's 1976 bicentennial book). Other ideas included auctioning donated items, selling advertising in a program booklet and on Way-Cam;

Allison Tobia has contacted the organizers of the town anniversary celebrations in Concord, MA and North Smithfield, RI. She will report back to the Committee as to what she learns about their experiences in planning and executing town anniversary celebrations.

The Committee must also determine whether there could be on-line ticketing of events through Paypal. The Committee does not think that the Town is currently capable of receiving payments through Paypal. There will need to be a system in place for all funds generated by the Committee to be segregated from general Town funds. The Committee will need to schedule a meeting with the Town Treasurer.

#### Proposed Celebration Events

In previous meetings the Committee has discussed various proposed events for the anniversary year (see prior Minutes.) At this meeting, the following items were discussed.

Pam Bonaguide noted that the Committee will submit an application to the Mass Memories Foundation. We will know by late spring whether we are approved for a Spring 2013 production. This would allow for the finished product to be ready to show at the closing ceremonies in 2014

Barbara Holtz reported that she has an acquaintance who does impersonations of Henry Knox. She also knows of an organization, "The Shirley Eustis House" in Roxbury that does historical education. She also has a list of craft resources (spinner, weaver, tape loom, cooper, milliner, rope maker, basket maker, etc.)

Mary Antes noted that in addition to the Committee's regular business, upcoming meetings will have a specific focus (history, children's events, the arts, etc.).

Adjourned 9:10