

**Wayland 375 Committee  
Wednesday January 9, 2013**

Present: Mary Antes, Allison Tobia, Deborah Seidman, John Dyer, Jane Sciacca, Barbara Holtz, Pam Bonaguide, Cyndi Miller, Brad Keyes

Guests:

Steve Wynn (has a marketing background); Bettina Siegel; Beth Butler (on the School Committee); Molly Faulkner (Green Team); Carol Felz (Golden Tones)

Call to Order: 7:00 pm

Public Comment

None

Minutes of December 19, 2012 Meeting

No additions or corrections. Motion to approve was passed unanimously.

Volunteer Needs

The Committee must come up with a listing of volunteer needs for residents to review and sign up for. Lexington is celebrating its 300<sup>th</sup> anniversary and they had a town-wide picture. The Committee wants to do that for Wayland, but needs someone to lead that event. There are many many jobs for people to take on, some large, some small, particularly at the opening and closing events.

Program Booklet

John Dyer spoke about the program booklet. He has received an inquiry from someone about purchasing a partial page ad. The booklet will be keepsake quality. It will contain historical information, a letter from the Governor, pictures, and paid advertisements. John has a team of about 8 people working on it.

There is a need for people to sell advertisements, someone to convert jpeg into pdf format (which publishers prefer).

Deborah Seidman suggested putting an ad out to the high school for a student to take that on. It would be a good project for a student to do to add to his or her college application.

John is going to summarize all of the ways local businesses can participate in the form of a menu with prices. For example, sponsor a float in the parade for \$\_\_\_\_, full page ad in the program book for \$\_\_\_\_, etc.

Wayland Tours

Gretchen Schuler is going to update the existing book.

### Web Site

Nancy Boyle is volunteering her time in creating the web site, and it is coming along well. Wayland 375 is also on Facebook. The iStore is also on line (a direct link from our web site). It currently has Wayland 375 sweatshirts and T-shirts. The items on line at this point are items that we do not have to pre-purchase and inventory. Having items available and around town will help get the word out and interest in Wayland 375.

### Organizational Letter

We want to send a letter to every town organization asking them for a summary of what their organization does, membership requirements, etc. This will be in the program book. We will also ask them to give us information on any Wayland 375 activities they are planning. We should encourage them to use the Wayland 375 logo for the next year. This will give us added publicity, and give the organization the status of being under the Wayland 375 umbrella.

### Mass Memories

We applied in August and were turned down because they wanted more diversity. Mass Memories fee is only \$500 (if accepted into the program). There is the possibility of having WayCam substitute for Mass Memories, record interviews provided Wayland 375 would provide the interviews. The Committee discussed whether we should re-apply to Mass Memories or develop our own program with Way Cam. The consensus was that there are many benefits to Mass Memories that could not be duplicated by developing our own program. For example, Mass Memories has a state-wide database that Wayland could be part of; they also have the infrastructure to develop a complete package; and it would be a community event in a single day, whereas Way Cam would take place over the course of 8 weeks with small groups.

Perhaps we could have WayCam record the organizations in Wayland.

Motion to re-apply to Mass Memories was approved unanimously.

Motion to have Way Cam produce the video footage for our web site was approved unanimously.

### Parade

Brad Keyes updated the Committee on plans for the parade. Mr. Keyes' strategy is to first communicate with each school and have each participate with a unique float. Then coordinate with other organizations, militia, historical vehicles, etc.

The date of the parade is set for Saturday June 14, 2014 at 9:30 am. The parade will have a theme relating to history or celebrating Wayland.

Discussion of whether businesses will be allowed to have floats in the parade. Consensus is yes, but concern that the large business floats would dominate and outdo the smaller business floats. One way to avert any unfairness is to limit the size of logos and signs on the floats.

### Fireworks

The fireworks will not be at the high school. If we did a bonfire in lieu of fireworks, it could be at the high school. The Middle School is still a possibility. Pam is working with the Conservation Committee.

The committee discussed the benefits of going with a bonfire instead of fireworks. A crafted bonfire is truly a unique, show-stopping event. It captures the attention of everyone. There was general consensus to forget firework and go with a bonfire.

### Opening Day

We have secured our venue for the Opening Celebrations – Cochituate Field.

The day would begin with opening ceremony, bike and walking tour departure, and the building of a long house under the direction of Rita Anderson. Travelling carnival would be partially self-supporting via the sale of ticket rides. But parts of it need funding. There will be photo booth, children's games, period games, colonial games, sports through the ages, clowns, unicyclists, volunteers for costuming/actors. The nighttime event will be a barn dance. Venue TBD.

### Promo

Steve Wynne suggested that we promote our web site as much as we can because that is the least expensive means of promo. Barbara Holtz has been working on promotional materials. She has heard from several people that they have not heard of Wayland's 375 anniversary. We have to partner with Town Crier, Patch, Wayland eNews, etc. We also have to send email, Facebook, Twitter.

### Music Series

Golden Tones at Opening Day. There are many people in Wayland with musical backgrounds. The Committee should reach out to those people, as of yet specifically unidentified.

### Cookbook

Cyndi said the cookbook is coming along well. The cost per book may go up slightly since we didn't meet our original deadline.

### Dance

Molly Faulkner is planning a contra dance for First Parish. She is keeping the 375<sup>th</sup> in mind as she gathers information.

The meeting was adjourned 9:13 pm.