

Wayland 375 Committee
Wednesday February 6, 2013

Present:

Mary Antes, Lois Davis, Jane Sciacca, Pam Bonaguide, Brad Keyes, Lynne Dunbrack, Barbara Holtz, Cyndi Miller, John Dyer

Guests:

Steve Wynne (has a marketing background); Maureen Maas

Call to Order: 7:00 pm

Public Comment

None

Minutes of January 9, 2013 Meeting

No additions and one correction to spelling of Wynne. Motion to approve was passed unanimously.

Carnival:

Mary Antes presented information researched by Deborah Seidman who contacted 3 carnival providers, all of whom are interested in being selected. Terms and conditions of all are similar: 10% of proceeds to 375 Wayland (est. between \$2,500-\$10,000), no fee, promotion handled by carnival, would need field for 7 days to accommodate state inspection in advance of opening, all prefer parking lots over fields for ride safety. There was discussion on dates and location, but no consensus.

Barn Dance:

The committee discussed venue. It was reported that Codman is not available opening weekend. Pam Bonaguide will contact the High School principal to learn if 375 Wayland can use the tent while erected but not in use for the graduation. The gym was suggested as an alternate rain location.

Native American Resources:

Mary Antes reported that a Narragansett affiliate, Doug Harris, is available to participate as an expert speaker on King Phillip's war and will contact vendors selling wampum and silver. In addition the land around Station 2, under the jurisdiction of the Board of Selectman, is available for a long house and where a canoe project of burning out a tree trunk would be a hands-on experience.

Opening Day Ceremony

The committee discussed length of ceremony – one or two days. Discussion included number and types of venues, tours, crafts, demonstrations, and cost of public services at two locations. The decision was tabled to the next committee meeting pending additional

information regarding activities and schedules. It was confirmed Cochituate Field has been reserved. It is unclear if field behind Town Hall is reserved.

Tours

Discussion of tours included those in the Wayland Tours booklet and on the website and include various self-guided walking and biking tours such as Town Center, Cochituate Center, and Katie Lynch run.

Walks could include slavery, abolition and civil war. Wayland Walks is working with GIS.

Program Booklet

John Dyer spoke about the program booklet which will be distributed to residents. Cyndi Miller suggested the Boy Scouts could hand-deliver. John passed around the flyers to be posted in local businesses. Steve Wynne's offer of his professional marketing services to edit the flyer was accepted by the committee. Steve will distribute the revised flyer electronically to committee members for feedback. It was agreed that all local dignitaries receive an invitation to make a proclamation in the program book. The even pages of the book will be a sponsor message and the odd pages will be messages from Board of Selectmen, 375 Committee, for example, calendar of events, Wayland history and factoids, and the like. Print date is slated for late April/early May. Thus far no sponsors have been finalized. It was suggested that all Banks with whom the town does business be contacted regarding sponsorship.

375 Website

On January 27th there was a launch event at the home of Nancy Boyle. Nancy provided an overview of the website and how to register as a user, add an event to the calendar and post an article. Mail Chimp will track the number of logins and will build an email list to later send information. An iPad was passed around the table with the website up for all to see. Mary thanked Nancy for her tremendous in-kind contribution to the committee. Steve made two suggestions which included moving three buttons, Volunteer, Contribute, Donate, up on the page so the viewer does not need to scroll down and the removal of the parchment paper citing date Town was established.

Cookbook

Cyndi provided an update on the cookbook which needs to go to press by Feb. 28th with 50% deposit for the initial order of 500 copies. Arrangements were made to finalize the selection of photographs (12 of 15) at the Historical Society. The Committee has permission to use the text out of the community phone book and the Historical Society offered to update the text. Mary offered to type the text from the phone book and email to Cyndi.

Other Media

Legislative Gazette – Mary was contacted by this organization which sent several samples of their newsletter used by other Towns with similar anniversary events. The production and distribution of this newsletter will be at no cost to 375 nor are the ad revenues shared with 375. For every one page of ads, 375 will be provided one page for articles, events, etc.

It was discussed that this publication can be used to compliment the Program Book and press date can be later in the anniversary year as more event details are known and could include photos of the Opening Ceremony. Discussion also included contacting other Towns that used Legislative Gazette regarding their experience.

Town Crier - Lynne Dunbrack advised she would be writing an article for the Town Crier.

Media Schedule

Steve Wynne and Barbara Holtz met and passed around an implementation timeline for all media – print, web, social. Barbara is drafting up a media list of contacts and lead times. Steve offered to contact WGBH.

Walden Forum

Walden Forum is interested in organizing a Messiah Sing in December. 14th under the 375th umbrella. The committee approved the idea. Location TBD, perhaps High School or First Parish.

Wayland Tour Publication

The update is moving along.

Parade

More to be reported at next meeting.

Music Series

Lynne reported dates available for Rowen Brothers as August 9-11 and September 13-15. Venue TBD.

Boy Scout participation

The Boy Scouts are looking for activities. Discussion included distributing program books to homes and construction long house.

The meeting was adjourned 9:10 pm.