

## **WAYLAND 375<sup>TH</sup> PLANNING COMMITTEE**

March 13, 2013

Present: Mary Antes, Pam Bonaguide, John Dyer, Cyndi Miller, Jane Sciacca, Allison Tobia  
Guest: Katie Lamie, Whole Foods

### **Opening Day**

Allison gave an update of the opening day events. Expenses include lighting, square dance floor, electricity, shuttles, police and fire details. Jane thinks we need to provide people with an understanding of the historical event that is the basis for the entire celebration. Gretchen will lead tours of the original town center and Jane tours of the cemetery. Cyndi reported that Liberty Pizza is interested in participating in opening day.

### **Program Booklet/Finances**

John reported that 250 letters have been mailed to businesses requesting support for the celebration. There have been eight responses to date, all at the \$250 level. He talked about the possibility of requesting in-kind donations from restaurants, which have not yet been approached. He is getting estimates for the cost of printing the program booklet. They average about \$100 per page, between \$9,500 and \$12,000. There was general agreement on selling buttons to raise funds and that \$10 is a reasonable cost. Katie is checking on whether Whole Foods would be able to sell buttons. She is looking into a variety of ways to participate.

### **PR**

We need to have more articles and more publicity. We should also try to distribute information through the schools.

### **Fireworks with Sudbury**

The committee agreed that it would be good to have some kind of transition between the Wayland and Sudbury celebrations, but we are not sure that we will be able to share the cost of fireworks with Sudbury. Mary will let the Sudbury group know of our decision and Pam will provide contact information for Atlas Fireworks.

### **Other**

Cyndi said that the cookbooks will not have a UPC code. She suggested having a gala at Sandy Burr. She also suggested contacting Cindy Lombardo.

Jane said that the McMannis Ford Dealership started in 1915 and closed in 1979. The Wayland Business Association is interested in creating a scavenger hunt involving local businesses.

The meeting adjourned.