

## **375<sup>th</sup> CELEBRATION PLANNING COMMITTEE**

**April 24, 2013**

Present: Mary Antes, John Dyer, Carole Felz, Barbara Holtz, Katie Lamie, Cyndi Miller, Deborah Seidman, Allison Tobia

### **PROGRAM BOOKLET**

John continues to want to publish and distribute the program booklet before summer. He said that 70 to 80 percent of the content is drafted. He does not have ads from the big hitters but would still like to meet his deadline. He said that many activities do have dates and people can be directed to the website for those events that do not yet have a firm date. He recited the dates for a number of Wayland Walks activities.

Deb said that she is concerned about events being planned under the 375<sup>th</sup> logo that the committee was unaware of. She also said if the program booklet does not have program information in it, it shouldn't be called a program booklet. She believes that the booklet should have information in it that will make people want to keep it. The committee asked John to bring a list of the content he expects to include in the booklet.

John left the meeting due to his injury.

### **OPENING EVENTS**

Allison reported that we have a caller for the square dance. Because of insurance, we can't charge for the dance but we can ask for a donation. Parking will be in various locations with shuttle service to the site.

Deborah explained the activities that will take place at the Cochituate Ball Field: three rings with 3 40-minute shows of local and animal talent; and 3 40-minute shows of circus-type activities. Scott Gaddis will serve as MC. There will be food vendors. She is looking for a coordinator.

### **WHOLE FOODS**

Katie said that Whole Foods wants to be very involved in the celebration by providing food at the opening and other events and selling cookbooks and probably buttons. Cyndi does not have an exact date for publication of the cookbook. Barbara will work on an article about the cookbook. If the town is a non-profit, Whole Foods could sponsor a day when 5 percent would go to the 375<sup>th</sup>.

**PR**

Barbara distributed a list of media outlets. We will see about setting up a meeting, perhaps over lunch, with Brooklyn Lowery (Patch) and Susan Wagner (Town Crier) to plan coverage of events. We will publicize the need for volunteers.

**FINANCES**

Deb is looking into plastic bands in green with Wayland 375 on them and buttons that can be sold as a fundraiser.

The committee returned to a discussion of the program booklet. There was a suggestion of publishing quarterly program booklets that would include more specific information. A final decision will be made at the next meeting.

The meeting was adjourned at 9:20.