

**TOWN OF MAYNARD**

**Sesquicentennial Steering Committee Minutes**

**May 7, 2018 5:30 pm**

**Room 101, Town Building**

**Call to order:** 5:30 pm

**Attendees:** Ben DeMott  
Lisa Dahill  
Chuck Caragianes  
Paula Copley  
Dave Griffin  
Donald James  
David Mark  
Lisa Simm

**Guests:**

1. Approval of Meeting Minutes

**Motion to approve the Month Date Minutes: Chuck Caragianes, seconded by Donald James. Approved 8-0.**

2. Old Business
  - Dave has put the link for the Slogan contest is on the Sesquicentennial website.
  - Ben created a flyer for the slogan contest and will create a slide to be presented at Town Meeting. Ben will also present the slide at Town Meeting.
  - Dave was going to reserve a table for subcommittee sign-ups at Town Meeting [this has been done]. Lisa D. and Lisa S. will man the table. Lisa D. will bring the sign-up sheets.
  - David Mark will submit the slogan contest information to the Beacon.
  - The following members will serve as liaisons for these sub-committees:
    - Parade – Molly, Ben
    - Special Events – Lisa D, Chuck
    - Outreach – Dave G., Don
    - Revenue – Paula, Lisa S.
  - Lisa S. will reach out to the Elks to see if they are interested in partnering with us to help with publicity.

- Chuck shared information from Lowell National Historical Park. Concert would cost \$25,000 for an opening act, before equipment. It was suggested we go with a local act and contact a Booking Agent.
- Dave G. looked into the cost for stage and sound system, that would cost \$10,000
- Need to determine budget before choosing act. Need to decide if we will look at a local Booking Agent and discuss budget for concert.
- Chuck shared email correspondence regarding concerts that can be reviewed at a future meeting.
- Need to decide if the committee is paying for the concert or selling tickets? Or pursue the possibility of a prime sponsor.
- Concert, Parade, and Fireworks are 3 major events. Could reach out to 3 major sponsors for a significant contribution for each.
- Can also “pass the bucket” for donations at events (i.e., concert, fireworks).
- Coordinate which events we would like sponsorship for, and Revenue subcommittee can work on that. Can also have different levels of sponsorship.
- David M. showed an example of a hard cover book. Could have a sponsor page in the front of the book. Will need to start writing book by September 1, need to get it approved by the Town to get commitment of \$600 by 09/01/2018 and \$5400 by 04/20/19. Would like to have that approval before 09/01 by Board of Selectmen.

### 3. New Business

- Need to give the Board of Selectmen an amount to ask for in order to start planning events.
- Need to remind the Board of Selectmen that the events will generate revenue for the town and that it will be a revolving account.
- Need a sense of what justifies what we are asking for:
  - Concert - \$25,000
  - Fireworks - \$10,000
  - Book - \$6,000
  - T-Shirts –
  - Magnets –
  - Parade - \$5,000

### 4. Fundraising

- Ask for donations
- Sell items
- Buy an “opportunity” to put something in the time capsule
- 50/50 raffles at each event
- Table at Maynard Fest with items to sell – need to determine what we are going to sell and design it for sale
- Road Race
- Golf Tournament at Maynard Country Club

5. Other

- Reviewed Ellen Duggan’s notes. Will need to invite different organizations to the meeting and re-visit notes/ideas at future meeting.

**Motion to Adjourn: Chuck Caragianes, seconded by Paula Copley. Approved 8 - 0.**

**Next meeting June 4, 2018 at 5:30**

**Meeting Adjourned at 6:30 pm.**