

TOWN OF MAYNARD

Sesquicentennial Steering Committee Minutes

June 25, 2018 5:30 pm

Room 101, Town Building

Call to order: 5:30 pm

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

Guests: Andrew Scribner-McaLean

1. Approval of Meeting Minutes

Motion to approve the June 4 Minutes: Paula Copley, seconded by Dave Griffin. Approved 7-0.

2. Slogan Contest

- Paula will post it on Facebook.
- David Mark will write about it in his column for the Beacon-Villager.
- Ben will submit the blurb to Action Unlimited.

3. Facebook Presence

- Andrew suggested sending information to Steph Duggan to be put on the Town's Facebook and Twitter accounts.
 - Will be getting a draft of how to get information on Town Facebook page and other places for public information.
- Committee should have their own Facebook page, and build a "presence" but keeping in mind that we represent the Town of Maynard.
- Andrew suggested "150 Great Things About Maynard" that could be re-posted every couple of days

4. Ideas/Events

- Create a 'Signature Event'.
- Can have smaller events leading up to the larger events in a short period of time.
- 150th Kick-off and invite potential donors and sponsors
- Blast out information to people who responded to the survey
- Can pre-sell the T-shirts which can also be a ticket for an event or multiple events
- Possibility of painting wall off of Nason Street ~ could use new logo and advertising "150th Coming Soon"
- Town is hoping to get poles to place throughout the town and may want to hang a banner from those.
- Signature Event:
- Look at BeverlyMainStreets.org for ideas regarding our signature event
 - Could do something similar at the "basin"
 - Close streets from 5:30 – 9:30, have bands, local restaurants, local businesses there
- River Moon Festival – if a success can become part of our event
- Marketing ~ need to have someone with a marketing background on the committee. If we don't need to find someone who may be willing to help.

5. Board of Selectmen

- How to ask the Board of Selectmen for funding?
- Make sure the amount asking for has been thoroughly vetted.
- Make sure it is done right, is a 'clean' document, with a clear budget.
- Can have 2 asks:
 - Funding to get things started
 - Later when needed
- Include expectations of Sponsorship

- Example:
 - Hosting a \$100,000.00 event, but need \$10,00.00 to get the ball rolling.
 - Give projected revenues and expenses [similar to a Home Equity Loan]
- Frame as:
 - Need \$80,00.00 for everything, but \$15,000.00 for seed money. Planning on selling T-shirts, etc.
- Bring Sponsorship ideas as part of plan in asking for funding.
- Bring and outline of and Events and Calendar – outlining what we are hoping to accomplish
- Consider coming to meeting with a pre-sale of books
- Backup from date of event and determine when the funding will be needed and what is needed for seed money.
- Early fall would be a good time to get on the calendar for the B.o.S. meeting. The third Tuesday of September [09/18] would be a good night.

6. Account

- As a committee may make sense to have our own bank account, or have the Town be our bank.
- Town has gift accounts and revolving accounts.
- If doing pre-sales [for t-shirts or book] need to determine how people would make the payment.
- A 501-C3 would help elicit donations.
- May take 2-3 months to set up a 501-C3 account
- When asking for donations need to determine if we are going to be a 501-C3
- There is a fee for collecting non-cash donations/payment with a 501-C3
- Need a Tax ID# so corporations could receive a tax write-off
- Need to find out if we can use the Town's Tax ID#
- Paula will contact Paula Loveless from the Council on Aging to determine if there is a significant tax deduction.

7. Sponsorships

- Who to ask? Large corporations.
 - Emerson Hospital
 - Companies in the Mill
 - Owners of the Mill
 - Big Businesses in Town
- There can be levels of sponsorship:
 - Platinum – Cost and what they receive
 - Gold
 - Down to silver with no less than \$500.00 for a Sponsorship
- Lisa S. and Paula have experience asking for Sponsorships

8. Resources

- The Boys & Girls Club annual banquet
- Kate Hogan
- Board of Selectmen [for funding and contacts]
- The Cultural Committee – Jeff Swanberg
- Maynard Business Association
- Send Andrew questions regarding how to structure fundraising and finance

9. Signature Event

- Look at BeverlyMainStreets.org for ideas regarding our signature event
- Could do something similar at the “basin”
- Close streets from 5:30 – 9:30, have bands, local restaurants, local businesses there

10. Other

- Will try for the Farmer’s Market on July 28. Will also see if there is another group we can share a table with.
- The banner is \$170.00 for vinyl 30’x96’
- Lisa S. will see about getting all of the information on a timeline
- What we are doing fits the parameters of the Cultural Commission, Lisa S will pull together information to see if we qualify for a grant

- Need to determine when to invite Karen Fuller and Sarah Cressey to one of our meetings.
- Committee members are asked to reach out to people they know with a marketing background to see if they would be willing to help
- The Board of Selectmen meeting is the priority over the next couple of months and we need to be prepared for the 09/18 meeting

0. Motion to Adjourn: Lisa Simm, seconded by David Mark. Approved 7-

Next meeting to be determined

Meeting Adjourned at 7:15 pm.