

TOWN OF MAYNARD

Sesquicentennial Steering Committee Minutes

September 10, 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
David Mark
Lisa Simm

Guests: Peg Brown

1. Approval of Meeting Minutes

Motion to approve the June 25 Minutes: Chuck Caragianes, seconded by Paula Copley. Approved 7-0.

2. Maynard Fest

- Maynard Fest will be Saturday, October 29 from 9:00 – 3:00
- The Sesquicentennial Committee would like to have a table at the event.
- Lisa S. will ask Anytime Fitness if we can share their space [Paula has since followed up with the Chamber of Commerce who asked that an application be completed for the event]
- There will be entries for the Slogan Contest at the Sesquicentennial Table. This will be “advertised” on a foam board on an easel by the table.
- There will be sign-up sheets for the Sub-Committees at the table.
- Chuck will provide a pop-up for the event.
- Lisa D. will send out a Google Doc for manning the table.

3. Old Business

- Lisa S. shared a timeline of events.
- Will wait for the logo and slogan before ordering a banner.
- Dave G. will create a Facebook page for the Sesquicentennial.
- Logo Contest will be delayed until we have a slogan.

3. Fundraising

- Lisa S. suggested partnering with the Historical Commission and the Cultural Commission.
- We need to invite representatives from each Commission to our next meeting.
- We can apply for grants through the Cultural Council (reference the Town Website)
- Need to approach businesses in the Mill for sponsorship. We need a master list of businesses in the Mill, and need a contact in the Mill.
- Andrew has a contact at the Mill and will send information to the tenants on our behalf. Andrew will send contact information to Molly (Paul Sullivan – Property Manager of Lincoln Properties).
- In the letter we need to:
 - Highlight that the Mill is part of the history of the town, and the uniqueness of what they have.
 - Point out that the clock face is on the town logo.
 - The Mill is the whole reason the town exists.
 - Invite them to participate in the Sesquicentennial Celebration.
 - This is a unique opportunity to be a lead sponsor in this historic event.
 - Will also receive a commemorative plaque.
- Levels of Corporate Sponsorship:
 - Platinum = \$5,000
 - Gold = \$2,500
 - Silver = \$1,000
 - Bronze = \$500
- What will the Sponsors get in return?
 - Name on everything that is printed
 - Social Media recognition
 - Name listed in the book and a complimentary copy of the book
 - Position in the Parade
 - Something through local cable featuring local sponsors

- Will brainstorm more ideas and then determine what each level will receive, some examples:
 - \$2,500 – prominent signage, recognition on social media
 - \$1,000 – recognized at event, plaque at City Hall, signage
 - Platinum and Gold get to contribute to the next time capsule
- Committee will use Town as vehicle for the account.
- Feature small businesses that were in Maynard during the Centennial Celebration, that have been here for more than 50 years. Reach out to those businesses because we would like to celebrate them

4. Events

- Need to focus on the Parade, Fireworks, and Barbecue
- Approach WAVM with some type of entertainment (town trivia, interviewing someone from 150 years ago)

5. Book

- Deadline for the manuscript is 09/01/2019.
- Upfront commitment of \$2,000.
- Contract needs to be signed soon.

6. Board of Selectmen Meeting

- Would like to be on the October 16 agenda.
- Will want to know where money is going:
 - Banner - \$170
 - Book - \$2,000
 - Deposit for fireworks
 - Contracts for entertainment (parade, concert?)
 - Memorabilia to sell
- Will be fund raising simultaneously.
- Will be looking into applying for a Grant.
- Will ask for \$10,000.

- Need to determine if the Committee should have it's own letterhead or use the Town's letterhead.
7. Future Meetings
- Invite:
 - Members of the Historical Commission
 - Members of the Cultural Commission
 - Town Administrator
 - Kate Hogan
8. Friends of Maynard Seniors
- Peg Brown shared an updated version of Maynardopoly.
 - Sponsorships paid for the game so all sales will be profit.
 - Can put game board in the next Time Capsule.
 - Suggested Ellen Murphy from Topcat for the T-Shirts

Motion to Adjourn: Dave Griffin, seconded by David Mark. Approved 7-0.

Next meeting October 1, 2018 at 5:30

Meeting Adjourned at 6:50 pm.