

East Windsor 250  
Planning Meeting  
7-7-2016

The July 7, 2016 planning meeting for the 250<sup>th</sup> Anniversary Celebration of East Windsor met on the future patio of the Osborn House at the East Windsor Historical Society. This is the second informal meeting. The committee will be officially formed at the Town Selectmen Meeting on July 19, 2016.

The meeting was called to order at 7 pm.

**Attendance:**

Present: Jason Bowsza, John Burnham, Laura Harney, Peg Hoffman, Michael Hunt, Larry Johnson, Diane Lajoie, Bob Maynard, Kirk Montstroom, Kathy Pippin, Richard Pippin, Debbie Talamini, Rebecca Talamini, Tom Talamini, Bill Thim, Lynne Tracy-Thim, and Nancy Viets.

**Information Sharing:**

The meeting began with a “show and tell.”

Jason Bowsza brought a Tolland Anniversary Car Decal, a copy of the Tolland Town Charter that they used as a “Save the Date” notice, and the Hartford Courant’s Special Advertising Section listing the events and sponsors of the Tolland 300<sup>th</sup> (Events included a reenactment of the arrival of the Tolland Town Charter from Hartford and a dedication of the Tolland Founders Monument. They sold the car decals which then provided advertising and helped build interest in the event.)

Mike Hunt brought a copy of the East Windsor Bicentennial Program and a Windsor 375<sup>th</sup> Anniversary coin they had given to each town that provided a float in their parade; the coins were made for each town individually.

Lynne Tracy-Thim told us they have a DVD of Tolland’s 300<sup>th</sup> events that they are selling. She also mentioned that the 1968 parade is on You Tube. We decided to have a video watching event, open to the public to recruit committee members and increase interest. The event will be on July 15, 2016 at Scout Hall at 7pm.

Tolland’s 300<sup>th</sup> Anniversary planners have offered to meet with us to answer questions we might have about their 2015 events. We have copies of Tolland’s programs which contain a full list of events and committees.

**Committee Organization:**

To take advantage of the town’s resources, tax exempt status, and possibly insurance coverage, the 250<sup>th</sup> Anniversary Steering Committee will be an official Town Committee. The steering committee will contain 9 registered EW voters who will control the distribution of the funds for the 250<sup>th</sup> Anniversary planning. Applications for the town committee were passed around. As an official town committee, we must post our meeting agendas and minutes on the EW town website. All funds will go through the Town Treasurer.

The committee will be created and partially filled at the Board of Selectman meeting on Tuesday July 19, 2016. We are hoping to advertise the 250<sup>th</sup> Anniversary planning so we can attract more people from the community to become involved, and are therefore keeping a couple seats open for now.

This is an inclusive group. Non-voting members are encouraged to participate in the meetings. There will also be several sub-committees where people can direct their talents. (We need to check to see if the sub-committees need to go through the official application, selection process; they will be designated as either special or temporary committees.) Subcommittees will need to post agendas and minutes on the town website also.

This is an initial list of committees we will need. This list will most likely be adjusted as we determine the best organization. Some committees will be needed throughout the entire process; others will be formed for their specific function (ex. planning a gala) and disbanded once the job is completed.

- Steering Committee: controls the money distribution. The other committees will be subcommittees.
- Time Capsule Committee
- Logo/Branding Committee
- Planning Committee
- Fundraising Committee
- Promotion/Merchandising Committee
- Parade/Picnic Committee
- Advertising/Press Committee
- Web and Social Media Committee
- Print Advertising Committee (brochures and flyers)

The Three advertising committees (advertising/press, Web and Social Media, and Print) will be independent committees, but they will require the same information. We will have to work out a procedure and time-line for collecting and distributing information to the committees.

### **Fund Distribution**

We need a written resolution of where the funds will go. The steering committee will distribute the funds as needed for the different subcommittees and events. However we need to resolve what we can legally do with left-over money once the Anniversary Celebration is over. This will apply not only to funds in the established account, but to income from merchandise sold after the anniversary. The fundraising committee will need this firmly established and in writing, so they can approach business and answer their questions about what will happen to the money. Some possible recipients of any excess money are below:

- 300<sup>th</sup> Anniversary seed money
- The Historical Society
- The Historical Preservation Committee
- The Food Pantry
- A Scholarship: either a history scholarship or to someone born/graduated in East Windsor.

- Divide the remaining money for distribution to the 2019? Graduating Seniors; they will each get a little money.
- New Books for the History Departments in the School System.
- 2018/2019? Safe Grad program
- The Senior Center

### **Fundraising**

One possible approach to fundraising would be to let local groups and businesses sell our merchandise for us. Ex. The business/group would purchase 10 hats from us for \$10 each; they would sell the hats for \$20 each and keep the profit.

### **Event Planning**

The majority of the events will be sponsored by groups; we need to contact them early. We will approach the local businesses and ask how they want to contribute. Jason Bowsza is going to attend the next Board of Education meeting; he will invite them to get the schools involved in planning some events.

We might consider having periodic talks hosted at the Warehouse Point Library. Tolland provided a lecture series on the history of the town in 50 year intervals. (We can post the lectures on You Tube).

Time Capsule: dig, display, open, bury. The first event will be to dig up the 1968 time capsule on January 1, 2018. We will display the 1968 time capsule at events in town throughout the year; the moving display will be on the back of a horse drawn cart, trailer, truck or some appropriate vehicle. We will also have a moving display of the new time capsule to be filled and buried as the Anniversary events wind down; we can approach one of the auto dealerships in town about donating a 2018 truck for the year to transport the new time capsule. The 1968 time capsule will be opened on the date specified in 1968 – possibly May 19, 1968, but this will need to be verified. We hope this traveling teaser will get people thinking about East Windsor’s 250<sup>th</sup>. We can track the time capsule’s progress from event to event on the website, like Santa’s sleigh. We can have a guess the contents contest. We can possibly sell raffle tickets for the chance to be the first person to view the contents; we will have to check on the raffle laws in the state. Another possibility is to have the town’s oldest resident view the contents first.

Rubber Duck Race: We can have red, white and blue ducks with 3 corner hats at the rubber duck race. We can put the anniversary ducks in a small pool to pick a duck for a prize. (Would this be a carnival-type fishing game?) The prizes will be based on the number on the duck, and not displayed in the pool.

Painted Cow: We could have a “painted cows” contest in town. Individuals or organizations can display their creations. The public can vote for the best displays—possibly with different categories. After the contest we can hold an auction to sell the painted cows and encourage individual, organizations, and businesses to display them proudly.

Trolley Museum events: for example on Mother’s Day Weekend. Free Trolley Rides thanks to the 250<sup>th</sup> Anniversary Committee. This is something we might want to start in 2017 to gain advertising momentum.

Parade: Since East Windsor's land was once a part of Windsor, South Windsor and Ellington, we should invite those towns to create floats for our parade.

Purple Heart: Since the first Purple Heart recipient from the Revolutionary War had East Windsor ties, we could hold a Purple Heart Recognition event. We could tie the event with the town's Veterans Association or the Cemetery Association.

Bicentennial Viewing: There is a video posted on You Tube of the Bicentennial Events. The video is poor quality, but it can be shown to raise awareness and interest in our 250<sup>th</sup> events. The first such viewing will be at Scout Hall on Friday July 15, 2016 at 7 pm. John Burnham called to reserve Scout Hall, Bob Maynard will issue a press advisory; Jason Bowsza will post an announcement on social media, and Bill Thim and Lynne Tracy-Thim will arrange with the correct person for the projector. We will have some light refreshments.

Slogan Contest: Tolland had the students in town pick the town slogan. We could ask the Board of Ed for help arranging a contest for September.

### **Marketing:**

We need to create a logo for the anniversary almost immediately. All signs, social media sights, press releases, and merchandise will have this logo for consistent branding. The marketing and branding will raise both money and interest in the events. If we run out of "first run" merchandise, we should change the background color for the reprints to increase the "collector" value.

We should have a tent at the Farmer's Market to sell merchandise and inform the public of upcoming events.

Our 250<sup>th</sup> Anniversary volunteers should have shirts with the logo on them.

We can sell/auction 250<sup>th</sup> anniversary Adirondack chairs.

250<sup>th</sup> Anniversary collectible coins; we can have one for each village and encourage people to collect the set.

Program/guide/booklet with all the scheduled events and committee members should be created ahead of time. This information should also be on the website as it will be a changing document.

The next meeting will be Thursday July 21, 2016 at 7 pm at the East Windsor Historical Society. We will introduce the starting members of the steering committee, prioritize subcommittees, and if possible provide an answer about what we can do with excess money.

The meeting adjourned at 9:03 pm.

Respectfully submitted,  
Diane Lajoie