

East Windsor 250
Special Meeting
8-18-2016

The August 18, 2016 planning meeting for the 250th Anniversary Celebration of East Windsor met on the future patio of the Osborn House at the East Windsor Historical Society. This was a non-voting meeting. Motions and voting will be performed at the September 1, 2016 meeting.

The meeting was called to order at 7:02 pm.

Attendance:

Present: *Paul Anderson, Tom Arnone, Jim Barton, *Jason Bowsza, John Burnham, Ceil Donahue, Dan Donahue, Timothy Easter, Joyce Goode, Andy Hoffman, *Peg Hoffman, *Diane Lajoie, Melissa Maltese, Bob Maynard, Kirk Montstream, *Scott Morgan, Richard Pippin, Debbie Talamini, *Rebecca Talamini, *Tom Talamini, *Bill Thim, and *Lynne Tracy-Thim.

*indicates steering committee members

The ninth and final member of the steering committee, Scott Morgan, was approved at the Town Council meeting on August 16, 2016. Scott is a member of the Board of Education.

COMMUNICATIONS:

Food Truck Festival: Tom Arnone, a representative from Kids First of Enfield (501 C 3) fundraising, talked to us about organizing a food truck festival. Their fall fundraising event is Pirate Festival. This year the Pirate Festival is September 3rd and 4th from 11- 6 pm on the Enfield town green. Last year they added food trucks to the event, and attendance jumped from 2000 to 6000 people. Food trucks are “in” and bring in the millennials. The ideal spot for a food truck event is a large area for the trucks to set up with a large parking lot for visitors. Easy access to the highway is preferred. We should also have a large tent with picnic tables where the patrons can eat. Power is preferred, but not needed; the food trucks are self contained. (Possible locations include the high school and the St. Catherine’s field where the Broad Brook Carnival used to be held.) The food trucks own their own permits with the health department. Check with town zoning to see if festival participation is allowed in town. A food truck event hosts about 30 trucks. Late summer to early fall (July to September) is the best time of year for the food truck event. Check the schedule and pick a date that will not compete with other festivals. There are two companies who you can contract for a food truck event; the event is turn key, but you don’t make much money. You can gather a list of area food trucks and contact them individually, but you increase your risk of them not showing up. A food truck event should be booked at least a year in advance. Ceil Donahue and Dan Donahue have offered to chair a food truck event.

Veteran's Memorial Green: Jim Barton, chairman of the veteran's commission, talked about their fundraising for enhancing the Veteran's Memorial in Warehouse Point. The Veteran's Commission and the American Legion are teaming up to add eight more monuments at the Joe Tracey Green at the corner of Main and Bridge streets in Warehouse Point. Their goal is to raise the \$60,000 needed by the end of the year so they can order the monuments for a Memorial Day 2017 unveiling. The monuments take four months to order. So far the veterans have raised \$12,000. They have had a clothing drive, a car wash, a dinner dance and a car show; they are selling stone pavers for \$35 each. It is possible the dedication might be postponed to Memorial Day 2018 due to fundraising issues. We talked about teaming up with the Veteran's Commission for their fundraising efforts; we could create a veteran's subcommittee. We will need to make a motion to create a veteran's subcommittee at the September 2, 2016 meeting.

Parks and Recreation Department: Melissa Maltese, coordinator of the Parks and Recreation department, talked about some of the over 80 programs they offer here in town. Some are larger draws than others; however family friendly events are your best options. Family Safety Day was not well attended; they closed Rye Street for a "Block Party" style event where the Fire, Police and Ambulance trucks are displayed to show off their apparatuses so families can interact with first responders. Community Day will be at the Reservoir this year. Easter Bunny breakfast with EW Rotary club raised money for camp scholarships. The Lion's Club Tour de East Windsor will be held on September 18, 2016 to benefit their vision/glasses program; the rides start at the High School. Barktober Fest, the yearly dog swim at the reservoir, will be October 1, 2016—rain or shine. The Broad Brook Fire Department Car Show will be on September 3, 2016 with the rain date on the 4th; the car show starts at 11 am. The Broad Brook Fire Department has also taken over the German Club's Community Golf Tournament; parks and recreation is helping with that event also. The PTO will hold a Halloween event on October 27, 2016 at the High School. Sport Days are hard to do because kids today are involved in so many sports already. Corn-hole tournaments are big draws this year. The Reservoir pavilion is available for rent; each side of the pavilion can accommodate 200 people. They can open their snack bar. The Reservoir holds events from early spring to mid-November. The parks and recreation department can provide staffing and bounce houses (2) for town events. One of the advertising issues Melissa has found is the newspapers don't always get the information correct; you are better off buying an ad for your events if you want to make sure everything will be correct. There has been a great response to their Facebook page; share with as many people as you can. Try to do a few things each season. Working with collective seasonal events will work best in the long run.

OLD BUSINESS:

Local Businesses: We should try to hire local businesses for our products and services. Does East Windsor have a sign company or a printing company? There is a printing business in Sophia's Plaza – Copy Shoppe, they do t-shirts, etc; Specialty printing, prints labels; Wadsworth Press; Norm Boutin, does embroidery.

250th Logo: The Logo Committee displayed their logo ideas at the Historical Society Ice Cream Social and asked people to vote for the one they liked best: the town seal logo received 14 votes; the Ellsworth school logo received 8 votes. A straw vote of the members present tonight was 6 for the town seal and 10 for the school. The 250th ribbon covers some of the main parts of the town seal; the town seal also has too many words on it—it is a little busy. The Ellsworth building picture is a little busy; we would like to see a sketch of the building without the bushes and other details currently on the logo. If you have any ideas for the logo, send them to the subcommittee-*Paul Anderson, Kirk Montstream, and *Rebecca Talamini. They will send the ideas to the sign guy to get a sample.

Two more logo concerns: Which logo will sell better on a shirt? We would like to get a logo decision in the beginning of September, because we cannot start merchandising or fundraising until we have it.

Time Capsule: The time capsule has been found: the 50-year time capsule was buried on May 19, 1968; from the town hall steps it is to the left of the flag in the grass. We discussed possible items for the new time capsule such as an empty propane tank. However it was decided we need to invest in a real time capsule that will seal correctly. Time Capsule Committee: *Jason Bowsza, John Burnham, Tim Easter, Kirk Montstream, and *Bill Thim.

Fundraising Committee: The treasurer suggests that we don't put the leftover money in a 300 Anniversary kitty; it is too far away. The excess money should be specified before we start fundraising.

Raffle: 1968 Corvette John Burnham has proposed that the East Windsor Historical Society will host a raffle for the EW 250 committee. The historical society will pay an administrator to do the paperwork. We can issue blocks of tickets to groups in town. The groups will return the money and leftover tickets. The raffle will have a finite number of tickets to sell. The raffle will be a fund raiser done by the historical society for the benefit of the EW 250th group. Fundraising Committee: *Jason Bowsza, John Burnham, Laura Harney, Andy Hoffman, and Kirk Montstream.

Planning Committee: The planning committee needs to create an 18 month calendar with goals and milestones clearly marked. The spreadsheet Peg Hoffman created is a very good place to start. The fundraising committee needs to establish goals/deadlines: "We need this much money by this date."

Masquerade Ball: Laura Harney knows the event administrator at La Note's, Ashley Andriulli. Ashley is willing to come to a meeting to hear about the events we are trying to hold. Planning Committee: Laura Harney, *Diane Lajoie, Debbie Talamini, and *Lynn Tracy-Thim.

Promotion and Merchandise Committee: One suggestion for East Windsor, Inc t-shirts; they are sold at Geissler's.

Promotion & Merchandise Committee: Dan Donahue, Scott Grizey, *Peg Hoffman, and *Rebecca Talamini

Parade and Picnic Committee: Committee: Laura Haney, *Diane Lajoie and *Rebecca Talamini

Social Media Committee: Rebecca Talamini created our 250th Facebook page: <https://www.facebook.com/EastWindsor250/>. Share it with all of your friends.

Social Media Committee: *Diane Lajoie, Bob Maynard, and *Rebecca Talamini

Print Advertising Committee: Print Advertising Committee: *Paul Anderson and *Peg Hoffman

NEW BUSINESS:

Meeting Advertising: We should create a sign board that says “EW 250 meets here. 1st and 3rd Thursday 7 pm.” Put the sign on the back of the truck. We could use an outdoor movie project that says “EW 250 Meeting Tonight” that displays on the side of the Osborn House.

Advertising and Press Committee: The advertising and press committee will be responsible for releasing press releases to the local newspapers and radio stations. Our goal is to bring people from all over to visit East Windsor and see what we have to offer. The Advertising and Press Committee will also invite local reporters to cover our events throughout the year. We still need to establish an Advertising and Press Committee.

OTHER BUSINESS:

Event Ideas: We are in the process of compiling ideas for possible events in 2018, including creating a month-to-month list of the events that currently happen in town. Events will be planned by local businesses and organizations in town; the events will be coordinated by the Planning Committee. Here are a few ideas that were brought up at the August 18th meeting:

- A puppy kissing booth – perhaps in conjunction with Barktober fest.
- A silent movie showing with a live performance on the organ to provide music and sound effects.
- A Radio performance event. The actors are on stage with scripts and a sound effects table.
- Instead of just a House Tour, we can have a House and Garden Tour. Nancy Masters has contacted the Garden Club about hosting the event.
- Clear the field across from the historical society where we can light a 250 in the grass to be seen from the air.
- A reenactment camp
- Plastic barrels laid on their sides, linked like a train with wheels; kids ride in the train. Local businesses would each sponsor a barrel.

Scott Morgan made a motion to adjourn. Paul Anderson seconded the motion. The meeting adjourned at 9:01 pm.

Respectfully submitted,
Diane Lajoie