



East Windsor 250th Anniversary Committee
December 15, 2016
East Windsor Historical Society

The December 15, 2016 planning meeting for the 250th Anniversary Celebration of East Windsor met at the Osborn House of the East Windsor Historical Society.

The meeting was called to order at 7:00 pm.

Attendance:

Present: *Paul Anderson, *Jason Bowsza, John Burnham, Andy Hoffman, *Peg Hoffman, *Diane Lajoie, Bob Maynard, *Scott Morgan, Ian Neill, Debbie Talamini, *Rebecca Talamini, *Tom Talamini, *Bill Thim

Absent: *Lynne Tracy-Thim

*indicates steering committee members

Minutes Reading: The minutes from the December 1, 2016 meeting were reviewed.

Paul Anderson made a motion to approve the December 1, 2016 minutes; Peg Hoffman seconded the motion. The motion passed with one abstention.

COMMUNICATIONS:

We introduced ourselves at the start of the meeting.

Nancy Masters has been in contact. The House and Garden Tour will be the weekend of June 9th and 10th, 2018.

COMMITTEE REPORTS:

250th Logo: Since the logo is finished and distributed, we discussed disbanding the logo committee.

Paul Anderson made a motion to dissolve the logo committee since the job is completed. Jason Bowsza seconded the motion with thanks. The motion passed. Logo subcommittee-*Paul Anderson, Kirk Montstream, and *Rebecca Talamini.

Time Capsule: The Time Capsule has nothing new to report this week. They will decide on a size for the time capsule and get pricing options in January 2017 so the fundraising committee can add that figure into their budget goals. The time capsule committee may reach out to the Tolland committee to see how large their time capsule was.

Time Capsule Committee: *Jason Bowsza, John Burnham, Tim Easter, Kirk Montstream, Chuck Riggott, and *Bill Thim.

Planning Committee: Debbie Talamini is working with the Leo club to get news of the slogan contest to the students. Debbie created sample slogan entry forms. The entry form is saying up to a twenty-word slogan; that is rather large for a slogan, but we are keeping the limit at twenty. We don't expect most of the submissions to approach twenty words.

The planning committee will work on a timeline calendar for the 2018 events in January so we can gather the costs of the big money events. Rebecca Talamini is going to start gathering the prices for the details we need for the Masquerade Ball. Debbie will draft a paragraph to use for advertising the need for new members of the planning committee to be sent to newspapers and social media sites.

Laura Harney is in the process of looking for a new location for the Blues, Brews, and BBQ event that is not on town property.

Ceil Donahue sent an update about the Food Truck Festival. She walked the scout hall property with Nancy Masters and is excited to hold the event there. It should have plenty of room for the food trucks, entertainment vendors, and parking for the patrons. The dates being held are Saturday June 16, 2018 and June 23, 2016 so she can start checking with food trucks to see who is available. We are targeting about 20 food trucks.

We still need more volunteers. This is going to be a very involved committee. If anyone wants to help organize one or more events, please email the 250th committee at EW250@eastwindsorct.com. We may need to create subcommittees for some of our larger projects, such as the Masquerade Ball.

Planning Committee: Laura Harney, *Diane Lajoie, Debbie Talamini, and *Lynn Tracy-Thim. {Point Person: Lynn Tracy-Thim}

Fundraising Committee:

John talked to the treasure to verify that checks should be made out to the Town of East Windsor with 250th the event in the memo.

One fundraising idea is to challenge 100 people to donate \$20 a week for one year to the EW250 Celebration. Pitch: for the price of four cups of coffee a week, you can help fund our celebration.

We reviewed a list of suggested organizations to receive excessive funds once the 250th celebration is over. We decided to eliminate organizations that are funded by the town. The following six items were presented to the committee as recipients of any excess funds when the celebration is over:

- Five Corner Cupboard
- Pauline's Stock Pot
- The East Windsor Historical Society
- The Trolley Museum
- The Safe Grad Program
- The Veteran's Commission/Programs

Jason Bowsza made a motion to accept all six proposed recipients for the excess funds. Paul Anderson seconded the motion. Motion passed with discussion.

Discussion: Playing devil's advocate, the Trolley Museum charges admission; should they still receive a donation from us? The consensus was that the Trolley Museum is a non-profit based in town and deserves to be on the list.

The Fundraising Committee asked that we establish a point person to assemble the money collected, keep a spread sheet on the funds in and out, and deliver the money to the Town Treasure's office on a regular basis.

Jason Bowsza made a motion that Rebecca Talamini handle the money, keep the balance spreadsheet, and get the money to the Town Treasurer. Paul Anderson seconded the motion. Motion Passed.

We discussed getting envelopes with the EW250 logo in the return address. Andy Hoffman will look into the prices.

Before we send out any bulk mailings we should get a P.O. Box for the 250th Anniversary Committee. We will need the box for 2017 and 2018. The P.O. Box will be out of the post office in the Geissler's plaza. Andy Hoffman will begin the process to rent a P.O. Box.

Scott Morgan made a motion to rent the smallest size P.O. Box at the post office in the Geissler's plaza for the next two years. Paul Anderson seconded the motion. Motion Passed.

We need to establish donor levels, such as bronze, silver, and gold, and the values for each level. We will need to design a plaque using our logo to distribute to the donors. We should also look into designing a lawn sign so our donors can advertise their support.

Fundraising Committee: *Jason Bowsza, John Burnham, Laura Harney, Andy Hoffman, and Kirk Montstream. Point people: John Burnham and Laura Harney

Promotion and Merchandise Committee: The 250th committee approved \$3000 for the Promotion and Merchandise Committee to spend on the first items to be ordered. The Promotion and Merchandise Committee spent \$2,904.72 on the following:

- 200 grocery tote bags
- 500 5" car magnets
- 300 11" mugs
- 48 sweatshirts (6 medium, 18 large, 18 extra-large, 6 2x)

Everything is ordered and delivery is expected between December 23rd and 30th.

Rebecca will have the sweatshirts for sale at the January 1, 2017 hike. The prices will be set as follows:

- Car magnets (cost \$1.37 each) will be sold for \$5 each
- Mugs (cost \$1.50 each) will be sold for \$5 each.
- Tote Bags (cost \$6 each) will be sold for \$8 each.
- Sweatshirts (cost \$12-\$15 each) will be sold for \$20 each.

President Talamini has offered her basement as a storage place for the merchandise when it arrives, since we will need easy access to the items to deliver them to local merchants or bring them to events. We will invite local merchants to sell our promotional items, but the EW250 committee will control the price, so the items are the same price no matter where they are found.

We will look into creating five commemorative coins, one for each village. We will need the cost of such an endeavor.

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

Parade and Picnic Committee: Nothing new to report this week.

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

Social Media Committee: Our Facebook page is going strong; Rebecca continues to post and share town events. Keep sharing our Facebook page with your friends: <https://www.facebook.com/EastWindsor250/>.

Bob added a subcommittee page to the website. Rebecca will add information about each committee.

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

Print Advertising Committee: Nothing new to report this week.

Print Advertising Committee: *Paul Anderson and *Peg Hoffman

Advertising and Press Committee: Nothing to report.

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:

January 2017: Things will kick into high gear starting in January. Among the things we need to do in January is find a contact person to get the middle and elementary schools involved.

Warehouse Point Library: Bob Maynard and Jason Bowsza talked with the Warehouse Point Library. They want to get involved in our 250th celebration planning and will be happy to be a location where people can pick up flyers or other information. Vincent and Ann Marie are the contacts.

Jason Bowsza made a motion to adjourn. Scott Morgan seconded the motion.
The meeting adjourned at 8:02 pm.

Respectfully submitted,
Diane Lajoie