

East Windsor 250<sup>th</sup> Anniversary Committee  
Special Meeting  
October 6, 2016  
East Windsor Town Hall Meeting Room

The October 6, 2016 planning meeting for the 250<sup>th</sup> Anniversary Celebration of East Windsor met in the meeting room at the East Windsor Town Hall.

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

**Attendance:**

Present: \*Paul Anderson, Barbara Burnham, Dan Burnham, John Burnham, Ceil Donahue, Laura Harney, \*Peg Hoffman, Michael Hunt, \*Diane Lajoie, Bob Maynard, Kirk Montstream, Chuck Riggott, Debbie Talamini, \*Rebecca Talamini, \*Tom Talamini, \*Bill Thim, and \*Lynne Tracy-Thim.

Absent: \*Jason Bowsza, Scott Morgan

\*indicates steering committee members

**Minutes Reading:** The minutes for our September 15, 2016 meeting were not available.

**COMMUNICATIONS:**

**Introduction Circle:** The people present introduced themselves so new people could become familiar with everyone's names.

**Scarecrow Contest:** Chairman Talamini received a memo from Melissa Maltese, of the Parks and Recreation Department, reminding departments that all entrants in the Scarecrow Contest must be up by October 17<sup>th</sup>. The displays must be removed by November 4<sup>th</sup>.

**Community Day:** Laura Harney gave a report on this event, which included over 50 vendors, a magician, a DJ, and food trucks. Laura will be Chairman of the Community Day Planning Committee next year. She reported attendance was lower than previous years; the parade was awesome but small. Discussion followed regarding the effect of the change of date – May vs. September – on attendance.

**COMMITTEE REPORTS:**

**250th Logo:** The community response to the final two options of the logo were split nearly 50%-50%. The Logo Committee collected votes at Community Day and on our Facebook page. The EW250 committee noted that the Academy building is both historical and unique, and it brands the 250<sup>th</sup> celebration more than the town seal. The sign on the academy logo should be fixed.

**Tom Talamini made a motion to have the Historical Society Building option as our official EW250 logo. Paul Anderson seconded the motion. The motion passed 7 for; 2 absent.**

The sign on the logo will be fixed and the logo will be finalized. The official logo will be sent to the committee when it is done.

Logo subcommittee-\*Paul Anderson, Kirk Montstream, and \*Rebecca Talamini.

**Time Capsule:** The Time Capsule committee will look into the cost soon. They will look into purchasing a time capsule or building one.

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

**Fundraising Committee:** The treasure has reported that we should not carry any left over money when the celebration is over. The Fundraising Committee is going to create a proposal for where the left over money should go; the proposal will have a couple of recipients and the percent of the left over money to go to each. Fundraising Committee: \*Jason Bowsza, John Burnham, Laura Harney, Andy Hoffman, and Kirk Montstream. Point people: John Burnham and Laura Harney

**Planning Committee:** The Planning Committee is finalizing their lists of town organizations, businesses, and events. We are almost ready to start formally contacting local groups about sponsoring events. Please contact the Planning Committee if you are going to talk to an organization so we don't duplicate our efforts.

Lynn Tracy-Thim wanted to verify the procedure to get deposits for our events. The sub-committee will need to submit a plan and request; the steering committee will vote on financing the plan. Once approved, we request the treasure to cut a check from our account.

**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 250<sup>th</sup> committee at [EW250@eastwindsorct.com](mailto:EW250@eastwindsorct.com).

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

**Promotion and Merchandise Committee:** The Promotion and Merchandise Committee is going to create a list of things to sell. The first of items we are looking into are the car magnets. We can start selling merchandise once the logo is finalized. Promotion & Merchandise Committee: Dan Donahue, Scott Grizey, \*Peg Hoffman, and \*Rebecca Talamini

**THE EW250 COMMITTEE RECESSED AT 7:25 PM FOR A SPECIAL TOWN COUNCIL MEETING. THE EW250 COMMITTEE RESUMED AT 7:44 PM.**

**Parade and Picnic Committee:** The Parade and Picnic Committee will work with the Community Day Committee to plan our final celebration of 2018. Community Day will be September 22, 2018 at the Reservoir. We will need to decide the best way to invite vendors and parade participants. We talked about the following possibilities: antique and modern fire trucks, town bands, invite other towns to create floats...we could have a touch-a-truck option. It was also suggested the final weekend celebration could be a two-day event.

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

**Social Media Committee:** Keep sharing our Facebook page: <https://www.facebook.com/EastWindsor250/>. Please send Rebecca Talamini anything you would like posted on the Facebook page; send her photos and blurbs to caption the photos. We will share our Facebook pages with other EW Facebook sites. Bob built the website; we need to start adding to it; the first thing we should add is a calendar.

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

**Print Advertising Committee:** John Burnham has brought an A-Frame that can be placed in the back of the Stoughton Truck on the Historical Society grounds. The easel can be painted and the truck decorated to let people know about our meetings and events.

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

**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.

#### **NEW BUSINESS:**

**Trolley Museum:** Gina Alimberti, the marketing person for the trolley museum, will attend an EW250 committee meeting. The Trolley Museum is looking forward to staging and sponsoring an event with us. It was suggested that we have the food truck festival with their farmer's market, but the Trolley Museum doesn't have enough space for a food truck event. The Trolley Museum has an Auditorium that holds 70 people and is equipped to show films. Current Trolley Museum events include Mother's Day, Father's Day, and a Women Veterans event.

**Merchandise Sales:** W How and where are we going to sell our merchandise. In addition to getting tables at town events to sell the merchandise, we can also sell the merchandise to local businesses. We can sell blocks of the merchandise to local businesses at a discount, so they can make some money from the sales. We are a tax exempt organization since we are an official committee of the town.

#### **OTHER BUSINESS:**

**Osborn House:** The Osborn House has received its Certificate of Occupancy. Now that the weather is getting colder, we can have our meetings in the heated Osborn House.

**Sponsors:** As we approach businesses for financial support, we should have levels of sponsorship set up. Ex. A donation up to x amount is a patron, from x to y is a Bronze level, from y to z is a silver level, and over z is a gold level. When a business reaches one of the top levels we can give them a lawn sign to display. We will also ask businesses and civic organizations to sponsor events. When selling advertising, town businesses that have been in business 50 years or more will get a free ad.

Paul Anderson made a motion to adjourn. Bill Thim seconded the motion.  
The meeting adjourned at 8:16 pm.

Respectfully submitted,  
Diane Lajoie & Margaret Hoffman