

Draft - 350th Anniversary Steering Committee Meeting

On October 17, 2022

Remote Meeting Connection:

Meetings normally held at the Municipal Offices are being held remotely, with adequate, alternative means of public access and, where required, public participation provided, in accordance with Chapter 107 of the Acts of 2022 which extended the Governor's March 12, 2020 Order Suspending Certain Provisions of the **Open Meeting Law**, M.G.L. c.30A § 20, until March 31, 2023. Meetings are typically broadcast on Frontier Community Access Television (FCAT).

Roll Call:

Peter Thomas, voting member, present
Carolyn Ness, voting member, present
Jay Stryker, voting member, present
Holly Lankowski, voting member, present
Kelly Charest, voting member, present
Diane Martin, voting member, present

Quorum present

Telecommunications coordinator, Alex Herchenreder
Guests who called in: Rocky Foley
FoD representative: Stan Adams

Meeting called to order: 6:34 pm

Minutes for this meeting: The Steering Committee is currently without a recording secretary; Peter T. will create draft minutes and submit for public posting.

Call for motion to adopt/modify agenda: Agenda items to be added – status of the anniversary cake, update on request for additional town funding for events other than the parade.

AGENDA

Old Business

- **Approval of Minutes for September 26, 2022 Meeting:** Holly L questioned the accuracy of the statement about the need for additional funding. After discussion and no alternative language being forthcoming, the motion to accept the minutes was tabled until the next meeting.
- **Pictorial Postmark Winners:** The winners of the competition are Ainsley Satergill (age 10) for the South Deerfield postmark and Brook Charest (age 11) for the Old Deerfield postmark. Kelly will follow up with the Old Deerfield postmaster to determine what has to happen next with respect to having the postal service accept and create an actual stamp.

Once they have been cleared through the postal service, we need to arrange a recognition ceremony where the winners and other participants can be commended for their efforts. Specifics for this event will be discussed at future meetings. Chris Larabee, reported, has indicated that he would cover such an event.

- **Parade Working Group Update:**

Holly L. reported that difficulties with the printer led to scraping sending out "Save the Date" postcards as intended. The working group will send out an invitation to participate in the parade to

neighboring towns, businesses, farms, churches and other community organizations in the near future.

- **Update on request for additional town funding.** Carolyn N. reported that the Finance Committee and the Select Board both voted affirmatively to include a request for additional funding for the 350th celebration on the warrant for the October 24 Special Town Meeting.

- **Post-Parade Budget**

Sue Antonellis, Director of the Recreation Department, joined the group and offered to assist in providing post-parade activities to keep people engaged in town. She proposed two events.

- One involves a program targeting kids. Sue believes this can be done for roughly \$2,000.
 - The second involves musical entertainment for all during the afternoon and early evening. Arrangements will need to be made for a sound stage and equipment, as well as hiring musicians. Her estimated cost is \$5-6,000.
 - Due to the need to move fairly quickly on these initiatives, Carolyn N. made the following motion: “The Steering Committee authorizes the expenditure of up to \$ 10,000 for post-parade events, contingent upon receiving approval from the voters for the additional 350th funding at the October 24 Special Town Meeting.” The motion was seconded and approved unanimously by the Committee.
- **History Working Group Updates:**
 - The Oral History Project has begun registering interviews.
 - Plans for installing the 350th cake in front of the fire station have run into difficulties. The proposed spot originally agreed to falls within MDOT’s right-of-way and is subject to their regulations. When requested at the local, district and state offices, the request to install the cake was denied.
 - Carolyn N. is pursuing discussions with MDOT and hopes to reverse their decision.
 - If this fails, an alternative site at the corner of Conway and North Main Street has been identified and staked out on the ground by Peter T. and Fred Beckta. The select board has approved use of this site as an alternative.
 - A request for cost estimates has been sent to Pacific Printing to create the replacement decals for the cake, namely the top candle and 34 small decals. The “flag” decals have stood up well and do not need to be replaced.
 - The Galenskis have agreed to let us use their flat-bed truck to move the cake from Whately to South Deerfield. This will greatly facilitate transport.

New Business Anticipated

- **Update from Friends of Deerfield (FoD) Representative –**
 - Stan Adams provided an extensive briefing. FOD is currently two months into its campaign and sponsors have donated \$24,000. They are about to approach larger, regional corporations for support.
 - Planning for the Jubilee is progressing. Seventy-one tickets have been sold to date, raising \$1,580. The facility can likely seat 300. An excellent MC and a band have been secured. A number of individuals have offered their support to reduce cost to put on the banquet. The banquet will be a

buffet, with servers for select items. Attire will be “black and white, informal.” There will be a cash bar.

- Stan was not able to provide the committee with an estimate of what might be accrued from the Jubilee after all expenses have been covered.
- FOD has offered to provide an 18 x 18 x 18-inch time capsule for the 350th anniversary. Stan asked if the Steering Committee thought the size was adequate. Holly and Carolyn will contact Whately and Sunderland to determine what each town put in their time capsule so that we have a basis for making a recommendation. A time capsule is certainly a welcome addition to our celebration.
- Stan indicated that FOD would not be able to use the wood from the oaks cut down adjacent to the town office. The costs of planning, producing and selling any product(s) would be time and cost prohibitive.
- After the last Steering Committee meeting, Peter T sent a letter to FOD requesting a discussion to establish protocols when either group approaches a potential partner who might be willing to give either a donation or undertake a non-fund-raising project. No response has yet been received.
- **Update on Fireworks**
 - Carolyn N. had nothing specific to report.
 - Stan Adams, FOD, indicated that they were looking for a sponsor for the fireworks, that they had hired a professional woman to check on costs and companies to get something special, and that they were considering working with Deerfield Academy as a location, as June 10 falls on alumnae weekend.
 - Stan was advised that an Old Deerfield venue for the fireworks would create problems for current plans for South Deerfield to host multiple post-parade events and food concessions to keep families in town and active during the afternoon and early evening so they could be here for the fireworks.
 - Stan indicated that FOD would work with the Steering Committee to resolve this concern, but that they could not likely commit time to this for several months. In the Steering Committee’s view, this would be too long to wait, as post-parade planning should begin shortly after town meeting on October 24.
- **Logo protection/usage**
 - The Steering Committee was approached several months ago by a resident asking for permission to use the 350th logo, evidently for personal financial gain. No decision had been reached to date.
 - The Steering Committee was then informed by Stan Adams that FOD owned the rights to the logo. This was the first time that the Steering Committee had been informed of this fact, which has the potential for affecting future advertising, etc. Shared use of the logo by the Steering Committee needs to be resolved quickly.
 - As the Steering Committee evidently no longer has any obligation to weigh in on private use of the logo, there was no need to discuss this matter further.
- **Scheduling the next meeting:** The next scheduled meeting was set several months ago for November 28. With a number of issues pending relative to planning and funding, it was felt that an earlier meeting might be appropriate. A tentative date of November 10 at 6:00 was selected to be used if needed. Peter T. will poll the members of the committee by e-mail on November 3 to see if there is sufficient reason to hold a meeting to address specific concerns that should not be delayed. He will then inform Alex so that those critical items can be placed on the agenda for posting by November 8, two days in advance.

Meeting adjournment: Motion to adjourn. Voted in the affirmative – unanimous. Meeting adjourned at 8:14.

Schedules for subsequent meetings have been set for: November 10 (if needed), November 28 and December 12.