

Bristol Bicentennial Committee

November 17, 2017

Meeting Minutes

Present: Donna Manfra, Lucille Keegan, Hilda Bruno, Janet Cote, Deb Johnson, Claire & Doug Moorhead, Les Dion, Stacy Buckley

Minutes: The minutes of 10/24/17 were reviewed. ***Lucille Keegan moved to accept the minutes. Hilda Bruno seconded and the motion passed.***

Creative Promotions: The Committee had asked Claire to come and talk to us about what she could offer us for a contract. Claire introduced Doug who is working with her now. Doug worked on the 250th for Woodstock.

Proposal: Claire presented her proposal which includes:

- Coordinate and oversee all meetings & activities
 - Attend sub-committee meetings as needed (she would like to see us break the duties up into sub-committees such as food, entertainment, volunteer coordination, etc.)
 - Prepare meeting agendas
 - Type minutes & distribute
 - Provide progress updates
 - Post notification of meetings.
 - Follow up on progress as needed
 - Ensure committees are on task and moving towards goals.
- Work with committee and town officials to develop a schedule of events for the Bicentennial Celebration and establish dates for said events
- Develop a timeline for planning and implementation of Anniversary Celebration
- Work with Committee and Town Officials to plan details of the celebration
 - Work with committee and town officials to coordinate all public safety and maintenance tasks associated with the event, including town and state permits
 - Work with committee to make necessary contacts to coordinate and implement all approved events
- Work with Committee and Town Officials to enlist volunteers to assist with implementation of event, assign a Volunteer Coordinator to work with CPN and Committee in assigning tasks to volunteers
- Work with Committee to develop Public Relations/Marketing plan for event
 - To include basic management of Facebook and Website content, press releases and preliminary event PR (such as 'save the date')

The total cost of the proposed contract is \$2,000 for the period of November 17, 2017 to May 31, 2018. They will work as independent contractors and all expenses will be paid by the town as well as all contracts being signed by town. Claire said we would roll all of this into the next 6 months.

Stacy Buckley moved to approve the contract with Creative Promotions Network, LLC for \$2,000. Lucille Keegan seconded and the motion passed.

At the end of the 6 months we can move forward based on their recommendations. If we want them to continue at that point we can set up a new contract to go forward. Claire also offered that we are way ahead of the game and we may not want to meet every month but could do every other month at this point.

CPN will get a FB page and e-mail started to get the community involved. We could put something in the Town Report to start building interest. Doug said we may want to reach out to the groups/organizations to see who might want to do what. He said not to be afraid to do the sponsorships as many businesses will want to be involved. He reported that Woodstock ended up making money on theirs and they were then able to do some historical items that can be used in the future.

We have a \$50,000 budget and this does not include any fundraising we do. Claire said it is great to be able to offer activities, etc. at very low or no cost to the participants.

Doug said that both Lincoln and Woodstock did a 4th of July parade and a bicentennial parade and it worked fine. We discussed going back to doing both parades.

Claire suggests we try to get a brochure for the entire year that year instead of doing two. Janet asked what committees should be set up. Claire suggests that we narrow down our events first and then split it into committee work.

Doug explained that Woodstock did a civil war encampment that was popular and they have contact info. He also suggested having a Hot Air Balloon. They solicited funds for this from local business so the local realtors would not be upset by them using the Remax balloon.

Logo Design: We talked about doing an RFP to get some samples in. Janet and Stacy did some work on this. We are asking for people to submit a concept and cost and this is difficult. Claire thinks we should say what type of design we are looking for and how much we can pay and put it out that way. We may need something that can be used in multiple ways and sizes so we need to be clear about that as well. If we choose to go with a contest we can add a disclaimer that we may not choose any.

Coins: Claire said that they got theirs at \$3.25 for 500 and there was a one-time set up fee of \$100/side. You would add an additional \$.75-\$.85/coin for color. They did 500 and had a few left over. They sold them for \$10. If you order 1,000 the price drops.

Sponsorships: Claire reported that they did a family sponsorship in addition to the business ones and it included the family name in their event booklet; two tickets to an event and some other items.

Les said that Alan Blakeley told her that the Alumni Association is trying to get alumni back for this event and he is willing to come to a meeting if we want.

Other ideas:

- Key chains – for \$.75 we can get these on the coins
- Bracelets
- Window cling/decal
- Town Crier going through town with announcements
- Schools and other organization participation
 - Art Show
 - Class of 2019 doing something special
 - Curriculum inclusions

Woodstock did a talent night and Lincoln had added on to a play that they had done in a previous celebration. We have time to flesh out these ideas.

Doug said that they had the pole banners done and had business sponsor names on them. They then gave them to the sponsors when they took them down.

Claire suggests we advertise for the logos after the first of the year so we avoid the holidays. We will get that info out with press releases, message channel, papers, school, ttcc, and FB.

Business Letters: We will hold off on this right now. We may want to hold an event where we invite the business community in the future once our plans are better defined. Janet suggests we review all ideas. Claire will email it to the committee and we can vote on our top ten that we know we want to have.

Budget: Janet is working on this and we can delve into it deeper with Claire and Doug. It was suggested that we set up a way for the Town to accept donations for this purpose only. Janet will look into this.

Respectfully Submitted,

Leslie Dion