

SOUTH WINDSOR 175th ANNIVERSARY COMMITTEE

TOWN OF SOUTH WINDSOR

Minutes

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January 14, 2021

Virtual Meeting

1. Call Meeting to Order

The meeting was called to order at 7:04 p.m.

2. Roll Call

Members Present: Nicholas Jones
Brenda Koboski, Vice-Chairperson
Josh Johnson
Marietta St. Onge

Other Present: Councilor Janice Snyder, Town Council

6. Sub-Committee Reports

Jubilee – September 17 and 18, 2021

The Irish Committee and Patriotic Commission will not have parades this year and have been invited to join the parade for the 175th Anniversary. The Jubilee will be held right after the parade. The Sub-Committee will invite different clubs and organizations to be sponsors of different events at the Jubilee. Some of the ideas for events are vintage baseball, tug of war, water balloon toss, car show, bands, face painting, and a magician. The Patriotic Commission may be able to display military vehicles. The company doing the fireworks is sending in a quote, which will be submitted to the Finance Director.

Town Tour

Nick explained that it had been decided to go with the professional game for \$500.00, which allows eight players per team, 20 teams per game with up to 160 participants. There have been three missions planned out so far.

Answering questions from the Sub-Committee, Nick explained that the games might be held with first-come, first-serve, but multiple games could be played per month.

Mr. Scott Roberts informed the Committee that he had spoken to the company, a Canadian-based company, to learn how the licenses would work. Mr. Roberts said he would recommend that the Sub-Committee get an annual license for this program which would cost \$5,000. This would allow for unlimited games with unlimited teams.

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ITEM:

6. Sub-Committee Reports (Continued)

Town Tour (Continued)

Logos for Town businesses could be displayed in the game, and that would be a way to get sponsors to help pay for the license. Mr. Roberts stated that he feels the Chamber of Commerce, Board of Education, and Park & Recreation could use the license after the Town tours are complete. This would allow for unlimited games with unlimited teams. All of the data used as part of this game are deleted, and once a coupon code is redeemed, the coupon code is void.

Committee members agreed that using \$5,000 to get an annual license would be the best way for this program to be handled. Mr. Roberts said he would discuss this with the Town Manager about how the Town can help with the purchase of this application.

Committee members discussed the budget and if votes would be needed for every item that is purchased. It was decided that each Sub-Committee would submit a budget, and the Committee will vote on those budgets.

Brenda explained that the Committee would raise funds to help pay for the different activities and events.

Social Media/Outreach

Marietta stated that she would be setting up Instagram and Twitter accounts this weekend but will need content. Flyers will be made to inform the public that the 175th Anniversary celebration is still happening.

Printing/Memorabilia

Marietta said that for the signs and banners, she would need dimensions and the number of signs needed. Brenda stated that she would get that information to Marietta.

Marietta suggested that a scavenger hunt be added to the list of events to find a sponsor for.

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ITEM:

6. Sub-Committee Reports (Continued)

Printing/Memorabilia (Continued)

Marietta explained that she would need to meet with Brenda and Betty to discuss doing tiered approach sponsorships. Brenda felt that sponsorships could help with costs associated with the fireworks, entertainment, events, giveaway items, and SWAG. There may be a cost to the residents for some items such as t-shirts. The Committee will also be looking for sponsorships for programs/advertising/banners/flyers, vintage baseball, transportation, and tents/tables/chairs.

Committee members discussed creating of postcards to be sent to residents in South Windsor, informing them about the 175th Anniversary celebrations. Brenda added that Ray Favreau had said the Committee could put something in the Park & Recreation magazine.

SWAG

Josh explained that he spoke to another company out of Manchester regarding the swag. The Committee needs to determine how much should be bought for the Jubilee. Josh stated that the company he spoke with suggested that the Committee sell items before the Jubilee to get an indication of what people are interested in purchasing. Brenda explained that in order to sell t-shirts ahead of time, that would be word of mouth, Facebook, and online, and not everybody has Facebook. Brenda felt that once people attend the Jubilee, they will want to buy items. There should be items for give-away also. Brenda informed the Committee that she found a coin in Manchester.

Councilor Snyder stated that she was at the 150th Anniversary, and she feels people will be looking to buy items at the Jubilee.

Brenda questioned if Josh had found a company that would do online orders for people, especially for the apparel? Josh explained that the company's he has found want the Town to buy in bulk. Councilor Snyder suggested using the Park & Recreation Department, the Library, and retail stores, such as Geissler's Supermarket, to distribute and sell some of the swag. Brenda stated that she would like to see if Geisslers would sell grocery bags with the 175th Anniversary logo. Committee members discussed the type of items they would like to sell.

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ITEM:

6. Sub-Committee Reports (Continued)

Jubilee

Josh informed the Committee that he has contacted seven food trucks and working on getting more. Brenda suggested that when talking about burgers and hot dogs, there should be at least two trucks, and they can be at different ends of the event. Committee members discussed other trucks they would like to see at the Jubilee. Brenda stated that she would like to make sure there are affordable items there for families.

Gala

Brenda stated that the Gala will be put on the back burner right now. Councilor Snyder felt that the parade and Jubilee should be the focus of the Committee.

Time Capsule

Brenda informed the Committee that she has been saving newspaper articles. A scrapbook will be put together. Brenda requested that if Committee members have any magazines, please put them aside. Year in review magazines would be the best.

7. New Business

New Members/Volunteer Recruitment

Brenda stated that the Committee needs to reach out about parking and to organizations. These events will need as many people involved as possible.

8. Next Meeting

To be determined at a later date.

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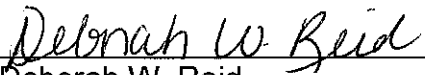
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ITEM:

9. Adjournment

At 8:17 p.m., Chairperson Koboski made a motion to adjourn the meeting. Josh seconded the motion, and it was approved unanimously.

Respectfully submitted,


Deborah W. Reid
Council Clerk