

Andover 375<sup>th</sup> Full-Committee Meeting Minutes  
Andover Town Offices  
January 19, 2022

Meeting was called to order at 5:03 PM

**Attendees:** Buzz Stapczynski, Chm., Thomas Adams, Clerk, Susan Pokress, Melissa Litton, Joann Michalik, Bill Pennington and Richard Padova (via Webex)

**Staff Present:** Ann Ormond

**Buzz Stapczynski, Chm.:** Called the meeting to order at 5:03 PM Asked if there was any public correspondence. Buzz cited a letter of thanks for First Night from Mr. Jon Stumpf who wrote, First Night was “great evening.”

**Joann Michalik:** Reviewed her evaluation of the First Night event. She read through several comments left by attendees on social media. All were positive. Joann reviewed several categories – The 375<sup>th</sup> Committee’s performance, size and organized approach as positives. Felt committee should have been larger and we needed more volunteers at the event. The Quality of Performances – each performance and the ice sculptures were “very good.” Felt the Town could have given more notice on safety requirements. Programming – Value in having multiple private organizations participate, overall event schedule was good, mix of entertainment attractive to both adults and families. Felt we needed more cooperation with local restaurants, needed to engage more local talent, have more outside events and a dance party and more activities for children. Marketing – Felt signage for the event, the event schedule of 375<sup>th</sup> website, local newspapers, the 375<sup>th</sup> app and social media, advertising were all good because “people came out.” Felt sponsor signage and marketing could have been better, that the Town’s website “minimized” the 375<sup>th</sup>, sponsor representatives should have been recognized at the event, had a paid photographer at First Night and that we should have explored more free advertising opportunities. Coordination – with the Police Dept., Town

Depts., parking and street closures and security team checking Covid cards/ID all worked well. Felt Town support except for the police and Ann Ormond was lacking, needed support from town school dept., Phillips Academy, Lawrence Tech, and Merrimack College, better trained private security, more lead time from Town concerning insurance requirements and lack of food/water at Robb Center cols all have been better.

Joann went through each of the First Night events ranking each performance. Felt an outside stage with a D. J., the short length of thee fireworks (about 15 minutes), bands lacking members or cancelling due to Covid were all somewhat problematic.

Joann suggested recommendations in each of the foregoing areas that the 375<sup>th</sup> committee might make to the 400<sup>th</sup> Anniversary committee.

Joann reviewed the finances of the First Night event including a request from Brilliant Ice for additional funding (\$7,500) for costs incurred that exceeded the contract terms with the Town.

After some discussion, a motion to deny the request for additional funds was made by Bill Pennington and seconded by Susan Pokress. A roll call vote was taken. The motion passed 6-1. Joann will inform the vendor that the Town has denied the request.

A brief discussion of possible future 375<sup>th</sup> events followed. The 375<sup>th</sup> is committed to participating in the Town Veteran's Memorial Day Parade and hosting a thank you event for our volunteers and sponsors, budget permitting. **The list of potential events was distributed to the committee members and is submitted for the record along with these meeting notes.**

**Buzz Stapczynski, Chm.:** Opened discussion of the Classic Car Show event scheduled for June 12, 2022. The event will be presented in collaboration with the Andover Center for History & Culture (ACHC).

**Joann Michalik:** Discussed the \$5,000 donation promised by Dunkin' Donuts for the Classic Car Show. The donation has yet to be received by the Town. Joann believes it is forthcoming. Additionally, Joann feels the wording in the current title of the event, "The ACHC, in collaboration with the Andover 375<sup>th</sup> Anniversary Committee" should be changed to "The ACHC and the Andover 375<sup>th</sup> Anniversary Committee." Her reasoning is that the revised wording would be more comfortable with the existing event sponsors.

**Ann Ormond:** There is a meeting at ACHC scheduled for Wednesday, January 25, 2022. The wording concern will be discussed at that meeting. Committee member **Tom Adams** will serve as the event's committee's representative going forward.

**Susan Pokress:** Asked if a thank you letter would be sent to the First Night event volunteers and sponsors.

**Buzz Stapczynski, Chm.:** A full-page add will be placed in an upcoming edition of the Andover Townsman. Tom Adams and An Ormond will write the copy and coordinate collection of names which will appear in the ad.

**Tom Adams:** The 375<sup>th</sup> Anniversary celebration needs to be memorialized in some form and archived as a part of Town history. Tom volunteered to take the lead on the project.

A motion to adjourn was made by Joann Michalik and seconded by Melissa Litton. Roll call vote was taken. Motion approved.

**Buzz Stapczynski, Chm.:** Adjourned the meeting at 6:43 PM.