

**375<sup>th</sup> Anniversary Committee**  
**Meeting Minutes**  
**March 16, 2021**

Chair MacKay called the meeting to order at 4:00 PM

Committee members present: Paul MacKay, Chair, Tom Adams, Clerk, Alexander Vispoli, Select Board Liaison, Susan Pokress, Cipriano Apicelli, Joe Halpern, Melissa Litton, Richard Padova, and Bill Pennington

Absent: Buzz Stapczynski and Joann Michalik  
Staff Liaison - Ann Ormond

- Chm. MacKay: Minutes of the March 16<sup>th</sup> meeting will be distributed to the committee and voted on at the next meeting. 11<sup>th</sup> meeting had been distributed. Minutes will be approved at the next meeting.
- Chm. MacKay confirmed there were no guests on the call.
- Chm. MacKay asked if the Committee had received any mail or telephone inquiries.
  - Ann said the local American Legion Post 8 reached out offering its color guard and promising to provide any additional help we may need.
- Chm. MacKay said we received excellent theme suggestions for the 375<sup>th</sup>. He asked that those who have not responded to do so quickly. Decide on theme at the next committee meeting. He sees three main subcommittees: Finance & Fundraising; Event Planning and Publicity. He asked for a consensus by a show of hands. All approved. Chm. Mackay said he envisions the subcommittee process flowing as follows: The Event subcommittee will plan and place the twelve (12) month of events on a calendar; the publicity subcommittee will determine what media (TV; Radio, Newspaper, Social media, advertising and marketing collateral will be required and merge that with the event calendar forming a master calendar. Finally, the Finance and Fundraising subcommittee will determine the level and timeline of funding that will be require. Communication will be critical given the short time we have until launch.
- Ann Ormond: Will set up Webex for each of the subcommittee meetings and be present at as many as possible.
- Tom Adams asked if there was a formal process for recruiting subcommittee volunteers (i.e. completing a talent form and ethics quiz; being sworn in). Chm. MacKay said he didn't think so but they'd look into it.
- Alex Vispoli: stated that volunteers do not formally vote (the Standing 375<sup>th</sup> Committee does), so they don't fall under the Open Meeting Law.
- Ann Ormond requested that each subcommittee keep an accurate list of all volunteers so their contributions can be recognized toward the end of the anniversary (at "First Night Andover, for example).

- A member asked Chm. MacKay if there was a formal timeline has been set for the 375<sup>th</sup>? Chm. MacKay: Answered no.
- Chm. MacKay: Set the next Committee meeting for Tuesday, March 30, 2021. It was agreed that a 4 PM start time would work for the committee.
- Ann Ormond: Buzz Stapczynski dropped off the 350<sup>th</sup> anniversary booklet. A copy will be sent to each committee member.
- Cipriano Apicelli: Asked who decides when the subcommittees meet? Chm. MacKay would like to see each of the three subcommittees meet before the March 30, 2021 committee meeting.
- Alex Vispoli: Has a logo been designed yet? Need to establish a brand to market merchandise, design and print event materials and merchandise. "Andover Americas Home" was theme of the 350<sup>th</sup> anniversary.
- Chm. MacKay Said this should be the first activity of the Publicity subcommittee.
- Bill Pennington: Suggested we reach out to the community for help. Have school art departments come up with a design.
- Chm. MacKay: Thought this was a great idea but was worried about the timeline. Said we need to reach out and determine if it meets our timeline.
- Ann Ormond: In terms of the logo possibilities may be to work with the Andover High School Art Club; local Andover artist Vicky Enright.
- Chm. MacKay: Need to decide on these ASAP. The Committee will make that decision at the next meeting.

With no further business, Chm. MacKay called for a motion to adjourn. It was so moved and seconded. The meeting adjourned at 4:39 pm