

Andover 375th Anniversary Committee
Meeting Minutes
August 9, 2021

Attendees: Buzz Stapczynski, Committee Chair, Alex Vispoli, Select Board Liaison, Tom Adams, Committee Clerk, Susan Pokress, Melissa Litton, Rich Padova, Bill Pennington and Joann Michalik

Others: Ann Ormond, Town Liaison

Chm. Stapczynski: Called meeting to order and called role at 5:02 pm EDT. Called for motion to approve July 21, 2021 minutes. So, moved by Tom Adams; seconded by Susan Pokress, motion approve.

Chm. Stapczynski: Called for any Committee correspondence – there was none; Called for any citizen attendance – there was none.

Chm. Stapczynski: Asked if there was any public correspondence, there was none. Asked if any citizens were present at meeting; there were none.

Chm. Stapczynski: Good walkthrough last week with vendors at Shawsheen Park. Asked for an update on End of Summer event on 8/19.

Ann Ormond: Reviewed prep for: Community Day – reserved the rental of tables/chairs (“Andover blue”); plan for stage; laser light show; movie; placement of booths, setting up tables; delivery/pick logistics; food concessions; kiddy/child area and activities. **“End of Summer”** event well in hand. Need more volunteers to manage event. Every committee present on the call volunteered 8/19 from 6-9 PM EDT. Beer & wine, food along with music and a circus acrobatic troupe. Town departmental review of the 375th events is this Wednesday, 8/12 at 10 AM EDT. Chm. Stapczynski will be present at the meeting. No delays, the committee is to continue to proceed forward. Has sent the Townsman a press release on event.

Tom Adams: we get the same message to MHL; Robb Center; Youth Center. Ann is making sure it is in wide circulation among all departments.

Joann Michalik: Finance & Fundraising update –A lot of sponsors want a booth. Ann will send a link so that Joann can communicate directly all them. Six (6) confirmed sponsor booths. The demand is for 30. Volunteers will set up tables with some discussion about weight/table; storing prior to set up & return pick up.

Melissa Litton: Asked about logistics setting up, tear down & return pick up. Tables are plywood & heavy to move.

Joann Michalik: Do we charge sponsors for booth if they don’t have a booth “activity?” Much discussion on that question and, if so, how much do we charge. Some feeling that we’re better off not charging at all. The 375th needs a booth and a donation bucket. **Chm. Stapczynski** said that was a good

idea. Merchandise will be available for sale at Community Day. Ok to have merchandise from multiple vendors. Type of merchandise doesn't compete with one another. Vendors are staffing that booth. Non-profit can sell their own merchandise (e. g. AVIS Trail Guide). **1st Night:** Getting organized. Marilyn Gigliotti, an experienced event planner is helping 375th. Meeting with South Church 8/18. Possible organ recital on 1st Night.

Rich Padova: The Trolley is all set for the Community Day tours. **Ann Ormond** empathized that there is only one (1) trolley courtesy of the Town of Waltham. Rich has sent a script to Ann for that the passengers will hear during each tour. Each tour is 60-minutes and makes stops 12 at historic town sites. Plan is to have 4 to 5 tours. **Chm. Stapczynski** may need to add an additional trolley for 1st Night. Any event ideas send to Ann. **Alex Vispoli:** Said that Brickstone used to have a trolley. Firefighter's Car Show on 9/26 at the Playstead.

Joann Michalik/Ann Ormond/Chm. Stapczynski: Reviewed proposal for radio advertising from The River FM. Cost to the 375th is \$5000 for spot radio ads running from 11/22 to 12/19 for 1st Night. Much discussion pro and con; radio's reach vs. social media; the cost; PSA spots undefined. The resolve was that we should do some analysis and negotiate. **Chm. Stapczynski** asked Tom Adams to consult on the discussions with The River. Tom Adams agreed.

Joann Michalik: Social Media: Have enlisted some help getting a better social media presence. For the coming major events, and helping with the smaller ones, we'll have a dedicated website and postings every day (perhaps 2-3 posts) on social media including pictures. Cost to the 375th: \$3700.

Joann Michalik: Sent **Fundraising Update** out to committee last few days. Have \$123,000 in the bank we can spend. Reviewed current forecast and anticipated donations. Pfizer has committed \$25,000. Suggested opening up sponsorship to three (3) events. Joann made motion to approve; Tom Adams 2nd. Motion passed.

Chm. Stapczynski: Town asked for two (2) volunteers to the Town Seal study committee: Tom Adams and Melissa Litton volunteered. Joann Michalik mover; Rich Padova 2nd. Motion passed.

Chm. Stapczynski: Called for a motion to adjourn. Joann Michalik moved; Rich Padova 2nd. Meeting adjourned at 6:42 PM EDT