



## Wallingford 350<sup>th</sup> Jubilee Committee

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### Special Meeting

#### *Minutes*

Wallingford 350th Jubilee Marketing Committee

March 28, 2018 - 8:30 A.M.

*Date Rescheduled due to Winter Storm 3/21*

Half Moon, 28 North Main Street, Wallingford, CT

Attendees: Christine Mansfield, Christina Tatta, Bob Devaney, Tara Knapp, Lori Cooke-Mara, Amy Foreman, Dee Prior-Nesti

Christine Mansfield called the meeting to order at 8:28 A.M.

Tara Knapp proposed sponsorship tiers, ranging from Community Friends to Corporate Sponsorships, and the various benefits that could correspond with each. Amy Foreman suggested adding an "other" (non-specified amount) category, and the group agreed. Bob Devaney raised the issue of tax-deductibility of contributions/gifts/donations, about which Christine Mansfield will ask Jim Bowes. Gifts-in-kind were briefly discussed, and the committee agreed that these also need to be publicly recognized.

Event logistics and possible venues were briefly discussed.

Bob Devaney discussed the Lufbery event. He requested the committee's help with the marketing of the event. The committee reviewed and made slight grammatical edits to the Lufbery press release. Dee Prior-Nesti will include a link to the press release in the Chamber of Commerce newsletter. Christine Mansfield said we are building our press release database, and Dee Prior-Nesti said she will forward the Chamber press database to the committee to use. Tara Knapp suggested we contact local eateries and see if they will offer a "Lufberry" menu item to spur interest, i.e. a French dip Lufbery sandwich, French press coffee, a French croissant breakfast sandwich, etc. She suggested it be made into a competition of which people will vote on the best item to become the "Lufbery Signature Drink," for example.

The meeting was adjourned at 9:20 by Christine Mansfield.

Respectfully submitted,  
Christina Tatta