



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

The HUBCAP, 128 Center Street, Wallingford, CT 06492

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### **SPECIAL MEETING**

### **MINUTES - DIRECTORS COMMITTEE**

April 24, 2019 – 6:00 p.m.

HubCap, 28 Center Street, Wallingford, CT 06492

Attendees: Liz Landow, Jerry Farrell, Bob Beaumont, Nancy Miller, Carolyn Massoni, Sean Doherty, Mary -Ellen Kingsland Eckels, Sally Tremaine, Lori Cooke- Marra, Bob Devaney, Christine Mansfield

Marketing Committee Update - Committee shared updates to consider cinema advertising, newspaper "Save the Date" promotions and merchandising planning. Postcard mailing planned to include 2020 Highlights. Sally Tremaine expand

Store Update - Store opening targeted for the Celebrate Wallingford this year, and selected weekends during the 2019 holidays. Multi -channel distribution strategy planned, utilizing Park and Recreation POS online, Volunteer staffing and HubCap & Park & Rec signage

Event updates - Wallingford 350th Italian Night held at Zandris on April 11th. Tickets are available now at HubCap for the June 13th Wine Tasting at Gouveia.

Ball Committee discussions are underway regarding ticket sales and the provisions of food and beverage. Follow-up discussions with Choate and the Mayor's office are scheduled.

Fireworks Committee chair Mike McCann met with the Fire Marshall and Park and Recreation, planning the test shots in June. Communications planned for nearby Lufberry Park residents and Police traffic.

Moments Committee created a BOE curriculum outing and Professional Development Day in March. Sessions included tours of local museums and two hour local history curriculum writing session.

Bob Devaney and Bob Beaumont joined members of the Governor's Foot Guard for a reenactment at Rock Hill School. Mary Ellen Eckels announced additional costumed re-enactments and mini plays planned with committee members during Jubilee 2020 Week, including Bargain Day.

Mary Ellen also shared the planning of a fall rendition of "Our Town" with the Wallingford Community Theatre.



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Mary Beth Applegate presented the first of four lectures at the Wallingford Public Library for the 350th Committee on April 23rd. Over 75 attendees enjoyed the PowerPoint presentation. Second session starts 6:30 at the Public Library in May.

Commemorative Book content and advertising update – Arcadia Publishing secured for the book publishing including 500 – 600 books printed, for sale \$10. Tarn Granucci and Beth Devlin met to discuss editorial and production for the “Moments” book and RJ Commemorative Book.

Financial Update - 2020 Budget preview - \$70K allocated to town budget, with Parade and other committees. Fundraising goal to offset town funding for all non -parade funds. \$80k total sponsored to date from 5 companies. Committee encouraged to attend May 2nd public hearing.

Jonathon Judd announced the finalization of the Floats policies and procedures, available at the Wallingford Jubilee Parade website. Logistical planning is on track including shuttles, parade solicitations, safety and refreshment stations. Estimated funding needs included the \$45k from 2018 budget, \$20k donation from Ulbrich, some funding from the proposed budget in the 2019/2020 forecast and other donations. 350th Jubilee volunteers marched and won “Best Charitable Organization in March 10th - New Haven St. Patrick’s Day Parade.

Other = Descendants Committee “Public Information Session” held in April for founding families, with outreach underway for History day ceremony. Committee asked to provide feedback for time capsule entries. Bob mentioned the provision of a vault for the capsule for preservation.

Partner updates include:

- Garden Club - Coordinating community –wide floral displays commemorative for Jubilee.
- Wallingford, England using similar color schema to celebrate Jubilee community celebration.
- Yankee Cloth developing new Jubilee Quilt, identifying Town Hall display area with Mayor’s Office.
- Wallingford Center Inc. Coordinating Jubilee 350 Flags for 2020
- Sean Doherty announced the YMCA planning of a 5 mile race during Jubilee Week, pitting East side residents racing West side residents to run to the rival high school. Initial meeting with the police chief was positive, with more discussions underway.

Next meeting is May 23rd, 6 p.m. at the HubCap.

Respectfully Submitted,

Christine Mansfield