



Wallingford 350th Jubilee Committee

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**SPECIAL MEETING
STEERING COMMITTEE
AGENDA**

November 7, 2019 – 6:30 p.m.

HubCap, 28 Center Street, Wallingford, CT 06492

1. Marketing, Store and Merchandising Review
 - a. 2019 initiatives: Wine Tasting, Celebrate Wallingford, Stroll, Square
 - b. 2020 planning: Online channel sales, external /pop-up stores
 - c. Branding / Trademarked Logo usage by third parties / Governance
 - d. Drone usage - Jubilee events
 - e. Sponsorship update
 - f. Merchandise inventory
 - g. Publicity next steps
2. History, Moments and Descendants Committee
 - a. Time Capsule - 1975, 2020
 - b. Dignitary Invitations: US, International
 - c. Hospitality suite and Visitors Bureau next steps: Hotel Blocks, Tourism
 - d. Publishing timeline review: Book & Record Journal Commemorative Guide
3. Key Event updates:
 - a. Fireworks site location decisioning: Masonicare fire access road, approval from Fire, Police
 - b. Ball - Banquet / Logistics decisioning and permittee usage
 - c. Parade Route & Logistics planning
 - d. Outside Event Contingency: Weather, EEE threat, Rain date(s)
4. Budgeting & 2020 financial update
5. Other