

Wallingford Celebrates America's 250th

Special Meeting
March 18, 2026

Minutes

The meeting was called to order at 8:30 a.m. Those in attendance were Shawn Keogh, Alison Cady, Tara Knapp, Bob Beaumont, Bob Devaney, Jerry Farrell, Jr. , and Ken Michaels from Parks and Recreation.

The Minutes from the previous meeting were accepted as presented.

Bob Beaumont gave a financial update to include the sponsorship received this week from United Concrete. To date estimated revenue is \$53,000.00 and estimated expenses are \$35,377.00.

Alison handed out the bookmarks Choate Rosemary Hall printed and donated for distribution. She mentioned that posters, lawn signs for Family Day, and other printed material for the Witness Stone Project will also be prepared by the Choate Rosemary Hall print shop at no cost to the Committee. Alison also reported that Choate Rosemary Hall has donated use of the back cover on the inside of the Wallingford Magazine and the ad space inside the magazine for use by our Committee. The Committee thanked Alison and Choate Rosemary Hall for this donation.

Roz will leave a supply of the book marks with Wallingford Center Inc. and the Wallingford Public Library. This book mark has a QR code will will take the individual to the website with all the event information.

It was agreed that Roz will contact the Mayor to discuss the possible disposition of any excess funds should there be any after all expenses have been paid.

Alison and Liz Landow will be meeting with WACA At Ruutz Reese the week of March 23, 2026 to discuss the Art Show and Porch Fest.

Tara reviewed merchandise sold to date and a future order which will include T-shirts, sweat shirts, give and aways for children.

We are hoping to have a table set up at the Garden Market at Doolittle Park to sell merchandise during May and June. Merchandise will also be available at John Le Tourneau's Lamp Shop on Center Street. We are looking into other outlets as well.

Tara shared the article she has prepared for publication in the Wallingford Magazine. She will e-mail a copy of all Committee members for review.

A discussion took place regarding the Parade. Roz has scheduled a meeting for April 7, 2026 with Bob Devaney, Renee Miller, and Liz Davis. It was agreed we need musical units. Jerry reported he is still waiting to hear from the 7th Musical Unit if it will be able to participate. Bob Devaney is pursuing volunteers to organize the participants on Parade Day and other units to participate.

Shawn reported to date he has confirmed 3 food trucks and an ice cream truck for Family Day. He is trying to confirm a few more.

A discussion took place about the street banner and lawn signs. Shawn and Tara will follow through on both. The lawn signs will have to have a strip of revised information added at the bottom to acknowledge all major sponsors. Tara will order hangars for the lawn signs. Jerry has a fellow who will be able to plant the lawn signs and pick them up after the event.

Alison reported Stephanie is working on the Witness Stone event for June 19th, 2026.

Bob Beaumont advised the Committee that we will need 23,000 barrel flyers to enclose in the electric bills in May. Tara is working with Matthew's Printing for these to be printed, etc.

Roz reported that WPLR Radio will be donating advertising time. A proposal was given for 50,000 spots with WPLR which will be reviewed, etc.

Roz will contact Colin Benard for 700 hand held flags to hand out at the Parade or on Family Day.

Tara will prepare a Press Release and information for Front Porch News and the Wallingford Patch.

The next meeting date will be March 31, 2026 at Le Jardin at 8:30 a.m.

Respectfully submitted:

