



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

The HUBCAP, 128 Center Street, Wallingford, CT 06492

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# MINUTES

## REGULAR MEETING

### DIRECTORS COMMITTEE

September 26, 2018 – 5:15 p.m.

HubCap, 28 Center Street, Wallingford, CT 06492

Attendees: Lori Cooke- Marra, Lorraine Connelly, Amy McNamara, Cindy Semrau, Deborah Reynolds, Mimi LaFrance, Cindy Parent, Joan Ives - Parisi, Richard Gee, Sally Tremaine, John Gawlak, Bob Beaumont, Jerry Farrell Jr., Liz Landow, Phil Wright, Sean Doherty, Adriana Rodriguez, Tarn Granucci, Bob Beaumont, Jerry Farrell Jr., Christine Mansfield, Bob Devaney. Jr.

Wallingford 350th Committee announced Wallingford Center Inc. Store update will manage Jubilee Store's operation,, inventory and distribution, POS and retail storefront strategies, resourcing, and merchandising. The committee reviewed the Park and Recreation online website functionality and credit card payments POS system, with reporting and merchant capabilities. The customer can use their credit card for the online store. Merchandise and Store volunteers will be located at the Park and Recreation offices. Customers will pick up merchandise at the Park and Recreation offices or HubCap. Cash and check will be accepted as well, utilizing the Park and Recreation new armored car pick-up for transactions. Committee received approval from the Town Comptroller and Mayor for the proposal, and will inventory existing merchandise for set-up.

Marketing Committee announced the completion of the Wallingford Jubilee logo trademark with the Town Law department. Third party use on sales merchandise is not recommended. All merchandise use of the logo requires approval from the Marketing committee.

The Publishing Committee received an existing proposal from the Record Journal to market, publicize and commemorate the Jubilee events. The historical organizations' top 350 Moments list will be featured daily in the "This Day in History" section, with a possibility of a ticker too. Additional advertising and promotions are planned year -round, with spadia covers and spotlights leading up to the 2020 June week. Additionally Record Journal will create a commemorative Book chronicling town history and distribute to all town residents the week prior to the Jubilee.

Parade Committee met September 19th, with the next meeting on October 17th. Active planning is underway for parade route, security and operation logistics, entertainment,



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floats and fundraising.

Fireworks Committee finalized location to be Lufbery Park after site reviews and risk meetings with the Fire Marshal, Fire Chief and Police chiefs. The Jubilee fireworks will host on June 26, 2020 with a raindate of June 28, 2020. The Jubilee Committee conference called with the current fireworks vendor and is authorized to leverage the existing contract Park and Recreation contract with the price. Masonicare will sponsor the entire product cost of \$20,000 for a 28 minute show using 1" to 6" shells, and a community concert on their lawns. Committee planning is underway to map traffic, parking, community celebration and security/ traffic control. The committee will coordinate a shell test in June, 2019 and assess viewing for key locations around town.

Park and Recreation will sponsor a town-wide "Simon Says", and coordinate youth and fitness organizational participation. A meeting will following the Directors meeting on September 26th at 6 pm with a Jubilee presentation and brainstorm.

Bill Viola and his team will host Senior Day, including a "Senior Vendor Fair", dinner with entertainment and a Nostalgia hall, with residents displaying town artifacts, photographs and other momentos.

Bob Beaumont will coordinate a two stages History & Diversity day celebration. The opening Community and Founders' family breakfast opens up the day with a continental breakfast, town-wide bell tolling, and celebration with the Descendants Committee. At the conclusion of the ceremony, the descendants' families will lead the first "Historical Tour", a project completed by Mary Beth Applegate to chronicle half mile, one and two mile walks from Town Hall. The committee is creating brochure maps and will inaugurate this to the Cemetery, where committee members will reenact Town historical figures and moments in Wallingford history.

Volunteer Committee announced a Public Information session: October 16th with press announcements sent to the Record Journal.

All committee chairs submitted preliminary budgets to the finance chair for review.

Budget preview

Volunteers are asked to support the Jubilee booth at Celebrate Wallingford Booth- October 6 & 7th, with a sign-up genius set-up.

The next meeting is October 24th for Steering. Meeting adjourned at 6:05 p.m.

Respectfully submitted,

Christine Mansfield