**Stoddard 250 Anniversary Committee**

Notes from Meeting November 9, 2023

1. *Financial report and Budget status (Ruth):* We currently have $5776 in the account, with $8K more to be received from the town. Ruth estimates that all of the budget is spoken for.
2. *Followup: insurance (Terri LaRoche):* Terri has provided a list of events for the broker, but we have still not received a quote for an umbrella policy.
3. *Status of banners: (Randy, Don):* as of the date of this meeting, 15 banners are up, and the rest will be completed in the next few days. Randy thinks he will spend only about $100 for banner straps and hardware, since we got the brackets for free from Jaffrey. We’re getting good comments!

The town has an ordinance that prohibits banners larger than the ones we’re putting up, and we are not exempt; the Select Board is not willing to make an exception for us. To put up big banners for the summer, we need to propose a change in the ordinance. Terri is looking for suggestion on the exact language.

1. *Update: Stoddard Stories (Alan*): 15-16 names have been suggested for interviews; we don’t need more nominations. About 10 interviews should be completed by the end of the year.
2. *Stoddard Passport: (Carol, Denise*): Carol presented a draft design, with some discussion on how to show the map. The first event where this will be used for check in is the Snow Shindig in February
3. *Merchandise sales (Kim, Carol, Linda):* We’ve set up a make-to-order partnership with Bulldog in Keene for hoodies and custom tee shirts, in multiple color choices and sizes including youth. They have set up a special link on their site for ordering. We have no inventory commitment; $3 will be added to the cost of each item for Stoddard 250 fundraising.

The CelebrateStoddard250 website is ready for ordering caps, teeshirts, mugs and bumper stickers. Linda is set to receive orders and deliver to the Library.

Kim has ordered memorial coins.

1. *Kickoff-*Select Board said we can have any meeting in January, so it will be Jan 8. Can we also zoom it for those unable to attend in person?
2. *Snow Shindig Feb 17:(Rachel)* The eventwill be held at one location, Island Pond, with a fishing derby, ice skating, bonfire. There will not be a separate breakfast at the school; the Fire Department will serve lunch instead. Rachel’s prepared a really nice flyer which she will circulate.
3. *Town Cleanup* set for May 4
4. *Hikes:* we need to know where they are so they can be put on the map.
5. *Old Home Days:* wants to encourage floats, but committee needs to decide a way to sign up. Steve is contacting bands but is finding they want thousands of dollars to appear.
6. *Pig Roast:* Don has contacted Mary Meyer and Sorell Downing, who have both agreed to serve on the planning committee. Terri is going to contact the director of the Highland Lake Assn to get representation from there. It was also suggested that we involve the prior owners of the Mill Village Store, who know a good cross-section of the town.

Will kids be included? There could possibly be a kids’ section with babysitters.

Don presented some preliminary budget estimates. At $50 charge per person, the event would need a $4000 supplement for 140 people, the maximum capacity of the Barn at Lakefalls. If we planned for a larger group, a subsidy of $15,000 would be needed for a tent, heaters, toilet tent, etc. The consensus of the group was that was too much to ask for, and to limit the event to the barn.

Other ideas to keep the ticket price down include selling patron tickets at $100, and selling ads in a program.

1. *Communication plan (Joyce*): key points
* Build up the email distribution list as the primary way of delivering information
* Develop Stoddard 250 Facebook page; post twice weekly
* Post events and key info on Stoddard Community group which has 1250 members
* Library channels will amplify
* Town website has events listed and will send out selective messages to their email list
* Inga will make posters (4 11x17” prints put together) for Mill Village store, library, school where applicable, for events
* Road signs at library, route 9, town hall
* Activity leaders do flyers for events as they see fit
* Try to get listings in Sentinel event roundups
* Use Shopper News only selectively (have to pay to play; distribution only 200 households in Stoddard)