

Town of Simsbury
350 Anniversary Celebration Committee
Meeting Minutes
October 3, 2019 – 6:30 p.m.
Simsbury Public Library – FSPL Program Room

Present:

Committee Members & Volunteers:

Cheryl Cook, Kris Barnett, Jeff Dornenburg, Jasmine Rivera, Pam Drew, Diig Mackay, Kathie Fallon, Diana Moody, Donna Sennott, Joe Buda, George Quinn, Tara Willerup, Steven Antonio, Anita Mielert, Nancy Grandin, Camilla Thompson

Town Staff: Lisa Karim, Library Director and Tom Tyburski, Director of CP&R

Call to Order/Minutes: Meeting called to order by Chair Cheryl Cook at 6:30 p.m. Minutes of July 24, 2019 accepted as written.

There was a 5 minute update from each committee.

1. Septemberfest – this will be the third event of the celebration. They are working with the Simsbury Performing Arts Center. A parade is planned for September 12th at 11:00 a.m. They will need groups of participants to open the gates – free admission for those wearing anything with Simsbury on it.

12-5 Local musical entertainment

5:30-7:30 p.m. Large popular show band performance.

7:30-8:00 p.m. Fireworks

8:00-10:00 p.m. Big band performance

Day time – trivia events, vendors, expo vendors, possible carnival rides, incorporate Simsbury history throughout the day

Kids drawing/building ideas for future playground

\$13,500 (not including marketing)

\$1,900 Police /security

\$7,000 Fireworks

\$2,500 Bands

\$1,600 Family entertainment

\$500 Prizes

2. Opening Ceremonies – May 17, 2020

First Church of Christ, Windsor Fife & Drums

Buttons with logo = admission > available at certain sites in town

Dignitaries will have ribbons on buttons

Governor speech, Honor Guard (SPD, Fire Dept.)

SHS conductor and singers for National Anthem

Vignettes from each century – 16th – 21st

Bagpipes outside leading group to Hop Brook Park at the Flower Bridge to plant sycamore

Opening Ceremony – 1-1/2 hour

Pre-ceremony festivities at 1:30 p.m., ceremony starts at 2:00 p.m.; 3:45 p.m. walk to park.

Will be inviting CT elected dignitaries

Overflow – Palmer Hall – will need AV equipment

If rain – pop up tents – 4-100 serving cakes

Total budget \$5,000 – Need public gathering permit

Ambulance on site – Separate fee

Chief of PD coordinates with Governor security

Need pictures of vignettes for webpage

Can add this event to Facebook, start with Save the Date

3. River Day – June 27, 2020 – 10:00 a.m. – 2:00 p.m. (Rain Date June 28)

Starting at Sycamore Tree, kayaking, canoe rentals, Collinsville Kayak & Canoe. Guided tours, kids activities, guided hikes (Helen Peterson way), river rafts, Boy Scouts to assist. Historical Society – native American learning stations. Food trucks, DJ, Face Painting.

Drake Hill Flower Bridge will be closed.

4. Social Media/Publicity

- Sponsorship post boosted for increased outreach. Need more followers. 668 people liked the page; want to get to 3,000. Videos to be posted on SCTV & FB. Throwback Thursday – telling stories.
- Website – need all events posted with landing page for each schedule needed for all various events (with a picture)
- Landing Page – trivia scroll through – video - > tell a story – historical depth
- Save the Date mailing to everyone in town with a list of events - \$3,400 (card, postage)
- Valley Press \$325 sticker on front page reaches 30,000 people
- Empty Historical Society display case @ the Library – can use artifacts, logo, merchandise

Merchandise – pending budget numbers

- Sponsorship packages to approach businesses. There will also be different sponsorship levels for community members
- Need volunteers to solicit businesses for sponsorship
- Seed \$ from Town but will still need to cover expenses through donations
- Goal – merchandise needed for Simsbury Celebrates Saturday after Thanksgiving from 5:00-8:00 p.m. – need volunteers. Merchandise available on line and at the Historical Society
- Jasmine & Camilla selling merchandise at Simsbury Celebrates

- Steve/Liz working on what will be sold

Commitments:

- Scavenger Hunt, Rock Painting, Painting Adirondack Chairs, Garden Club Tour

Volunteers

- Volunteer Positions:
 - Volunteer Coordinator – Kathy
 - Chairs of each event will get Kathy the volunteer needs. Volunteer T-shirts will be needed.
- Corresponding Secretary – send thank you notes
- Need outreach chair – Virginia Pepe

New Business:

Possibility of a Time Capsule

Next Meeting Date: Thursday, November 14, 2019 at 6:30 p.m. in the Tariffville Room at the
Simsbury Public Library

Meeting adjourned at 8pm.

Respectfully submitted

Sue Mazurski

Library Admin Secretary