

Town Public Events and Celebrations Committee Meeting Minutes

Meeting: August 26, 2013

Place: Tewksbury Town Hall

Time: 7:00 PM

Attendance: Cheryl Balordi, David Gay, Mary Little, Jim Wentworth, Lynn DeCosta, Elaine Krauss

Agenda:

1. Appointment of new member

- Elaine Krauss was appointed as a new member by the committee. Ms. Krauss will be coordinate with Town Clerk to be sworn in before next committee meeting.

2. Appointment of interim Clerk to official Clerk

- Elaine Krauss was appointed official Clerk of the committee. Mary Little was appointed alternate Clerk during Ms. Krauss's absence by the committee.

3. Determine location for event

- Tewksbury Public Library will be the location for the Christmas Tree Lighting Event.
- The event will be held Saturday, December 7, 2013, from 1:00 PM to 7:00 PM.
- Mr. Montuori, Town Manager, agreed to provide town resources for the event (per Jim Wentworth).
- The committee will reach out to Diane Giarusso, Director of Library. David to speak with her directly. Will also ask her about tables and ez-up canopies.
- Someone to speak to Scott Consaul at Tewksbury State Hospital to let him know the committee's plan for the event.

4. Activities

a.) Hayride

- Jim Wentworth has spoken with Jen Nagle from Krochmal Farms. Hayrides, pony rides and a petting zoo proposal will be available before next meeting.

b.) Vendors:

- Main Street Pizza, Perfecto's, Donna's Donuts, Wicked Cheesy, Dunkin Donuts. Committee members will each prepare a list of potential vendors.
- David Gay in favor of the pizza companies coming and selling it themselves and donating a percentage of sales.
- Popcorn and cotton candy machines.

c.) Santa/Mrs. Claus

- Committee will ask Jayne Miller, Editor of Town Crier to be Mrs. Claus for the event.
- Committee will ask Bill Gilman to be Santa Claus for the event.

d.) Children/Teens

- Reading "Twas the Night Before Christmas". Suggestion for either Diane G. or maybe a returning veteran.
- Craft tables for younger kids: Ornament making; letters to Santa; Christmas coloring books.
- Face Painting
- Ask teens (middle and high school students) to help out at the events. Readings (Frosty, Rudolph etc.), work craft tables, face paintings, set-up/clean-up. Committee will provide community service certificates for their help and attendance.

5. Fundraising

- Need to get seed money. Free cash (5k) to start and payback or have town sponsor an article. Jim Wentworth will speak with Town Manager. Committee to speak to Charles Zaroulis, Town Counsel.
- Jim Wentworth suggests that committee put together a "Christmas Program". Have local businesses buy advertisement spaces in it (different sizes). Jim will obtain template for advertisement booklet.
- Vendors sell their products and donate percentage of sales.
- Committee to decide how we will sell it.
- Sell raffle tickets during event for donated items (get at least 5) Suggestions: Walmart, Kmart, Market Basket, Mahoney's gift cards.
- 50/50 raffle
- List of places to donate gift cards to raffle. Businesses who donate get discounted advertisement.
- Next meeting everyone will bring a list of businesses we could solicit to donate products, money and buy advertising space in the program.
- Invite the church to come to library to sell their pies.

6. Entertainment

- Cheryl Balordi- music teacher offered services (Dickens music) evening. Caroler's walking around singing in costume.
- "Battle of bands" Christmas theme (afternoon) or "Open Mic" or "Karaoke"
- Invite local teen bands to come play for an hour. Jim to ask Bob Bray son's band to play Christmas theme.
- Tree Lighting: White lights on all the tree's but the "Town Tree"
- Have 2 trees on either side of library. Children can decorate with ornaments made at the event. Recycle box at library is an issue (ugly).

- Have main tree lit (issue last year- need a focal point). Place Christmas tree on side of library near 911 Memorial. People can see from Main St. Where could we get the tree from? Ask Mr. Lions from Dandelions to donate a large tree (10 -12 ft). Or, ask Mahoney's for decorations or tree.
- Have plaques made to place on donated trees.

7. Other new business

- Having a farmer's market in the Town Common throughout the year. Jim Wentworth spoke to Mr. Montuori, Town Manager last Friday who seemed interested in the idea. Fall (late October): apples, pumpkins, squash, cider. Need health department involved. Decorate the gazebo (donations). Put up sign to advertise upcoming markets. Also, advertise with the Tewksbury Patch. Committee will clean up the common.
- Seafood, veggies, meat are also other suggestions for markets on the common.

8. Approve meeting minutes from last meeting

- Meeting minutes from 8/5/2013 approved by committee.

Next meeting: Monday September 16, 2013

Time: 7:00 PM

Place: Tewksbury Town Hall