

Town Public Events and Celebrations Committee Meeting Minutes

Meeting: September 23, 2013

Place: Tewksbury Police Department

Time: 7:00 PM

Attendance: Cheryl Gay, David Gay, Mary Little, Jim Wentworth, Lynn DeCosta, Elaine Krauss
Diane Giarusso, Director of Library, Jennie Welch, Tewksbury Public Safety Officer

Agenda:

1. Approval of Minutes from 8-26-13

- Minutes approved by committee members.

2. Location & time finalization

- "Holiday Celebration and Christmas Tree Lighting" will be held at the Tewksbury Public Library on December 7, 2013 from 1:00 PM – 7:00 PM.

3. Activities/ Entertainment

- There will be limited access to library. Bathrooms, craft tables and artificial trees will be accessible.
- Jim Wentworth spoke with Jen Nagle from Krochmal Farm re: Saturday, December 7th petting zoo, pony and wagon hayrides. They were very busy that day. Jim will ask once more to see if they can accommodate us on December 7th before we look for another vendor. Jim has price list from Krochmal.
- Mary Little will supply artificial Christmas tree for library.
- Jim Lyons - will call supplier for 20 foot tree to donate (Jim Wentworth)
- Fire barrels – Fire chief will call Lowell re: safety issues and safety preparations. 3-4 barrels
- afternoon: kids band outside during the day Christmas music and their music. Jim Wentworth will reach out to Bob Briggs sons band . Ask for volunteer musicians.
- Mary Little will reach out the John Ryan School re: "Ryan Ringers"
- Christmas carolers (Cheryl Gay)
- Teens selling hot chocolate
- Bill Gilman & Jayne Miller agree to play Mr. and Mrs. Claus
- Ice carvings
- Popcorn and roasted nut vendors
- Diane Giarusso will read "Twas the Night before Christmas"
- Need permits from the Board of Health
- Signature tree will have colored lights; stationary trees white only; white lights around doorway. Signature tree to be place just behind the rock wall (seen by 38)
- Recycle box not able to move (decorate it)

- Parking: Tewksbury state ~ Richard Montuori to talk to someone there. Also park at Senior Center. Staff parking at Music Store

4. Fundraising

- Start-up money ~ Mr. Montuori will provide committee with funds which will be re-paid by committee.
- Advertisement Event Brochure - find businesses to buy ads in booklet.
- Vendors- half page or more get free booth. Kelly Wentworth to instruct in process (doing it now for the cheerleaders) \$50 1/2 page; \$100 full get free booth.
- Vendors ~ make diverse and competitive for food, retail and other programs
- Sponsorship document Jim Wentworth - list will be sent out in order to solicit companies to ad in booklet
- Cheryl Gay will contact Denise Town Clerk regarding any ethical conflicts soliciting ads.
- Other advertising - library billboard; center of town billboard; inside the library; DPW message boards; schools via pamphlets for kids to bring home and e-mails to parents; town website; Town Crier "Save the Date" ad (Cheryl Gay); Blog (Cheryl Gay)
- Donations for candy canes (Santa or teen elves to hand out)
- Buy elf ears and hats for teen volunteers

5. New Business

- Farmers Market ~ Jim Wentworth spoke with Mr. Montouri who is on board.
- Not much interest in having at Town Common per some vendors. No parking and just a poor location. Library - carnival area, Livingston St., Senior Center better places.
- Pilot program this fall 2-3 weeks (October 19th & 26th, Nov 2nd). Indoor or outdoor

Next meeting: October 7, 2013

Time: 7:00 PM

Place: TBA