

300TH ANNIVERSARY COMMITTEE

Minutes

April 15, 2019

Call to Order: Chairman Jon Torrant called the meeting to order at 5:01 p.m. Other members present were Rosemarie Greco, Arthur Coffill, Peter Vermilyea, Cleve Fuessenich, Lisa Losee, and alternate member Janet Peterson. Present from the public were Chuck Conn, Bill Jones, and John McKenna.

J. Torrant appointed Janet Peterson as a regular member due to the absence of Gerry Perusse.

Approval of Minutes of February 18, 2019 Regular Meeting: C. Fuessenich made motion to approve these minutes, seconded by A. Coffill. There was no discussion. All voted in favor and the motion carried.

Approval of Minutes of March 18, 2019 Special Meeting: A. Coffill made motion to approve these minutes, seconded by L. Losee. There was no discussion. All voted in favor and the motion carried.

Public Comment: C. Conn introduced Bill Jones, fellow Rotarian and Historian, who will help with publicity and promotion. B. Jones told the committee about his background in graphic design, advertising and publicity, and that he now freelances and volunteers to help promote many local non-profits. He is a member of Litchfield's Design Review Advisory Committee.

Reports on assignments from last meeting:

s) Logo: L. Losee said four applications for commercial use of the Logo have been received and approved by the sub-committee. They are two from the Rotary Club for the sale of t-shirts, polo shirts and caps; one from Peter Carpenter to be used on pint beer glasses; and one from the Litchfield Postmaster who will create a stamp to use throughout the year on all cancelled mail. L. Losee had been asked if the Road Race would need approval for use of the logo design on their race booklet. Jon said 'no' and has already spoken with Beth Murphy, President of the Road Race Committee, and sent her the logo artwork. J. Torrant said that he was at the Litchfield Distillery while C. Fuessenich and Eileen Schmidt were having a meeting with John Baker about using the logo as a label on their whiskey bottles. E. Schmidt pointed out that Lyman Beecher was a leader of the Temperance movement and did not think it was appropriate. The distillery will make a donation and think of another way to promote the Town's anniversary. Rosemarie suggested hanging a 'token' off the bottles with the logo on that.

J. Torrant passed around a sample of the ornament. It was decided to charge \$10.00 each and they will be on sale in the Town Clerk's office. R. Grecco asked if merchants could purchase a quantity to sell and add a markup to the price. L. Losee will check with Hawk to see how the merchants have handled the sale of ornaments for Park & Rec.

J. Torrant stated that the Lions Club will hold their 3rd Annual Car Show on May 19th and he will speak with Gary Zeller to see if they would want some ornaments to use as prizes.

B. Jones asked about color of printed logo. The committee had previously chosen the school colors of blue and white.

300th Anniversary Banner: C. Fuessenich was approached by Denise Raap at the last LABA meeting and she asked about the merchants being able to have flags with the 300th logo to put in front of their businesses. It was suggested to put them on the lamp posts. C. Fuessenich spoke with Dirk Patterson,

Litchfield Borough Warden, who said he would think about it. Every other lamp post has brackets for hanging plants. Flags could be alternated. D. Patterson suggested historical flags i.e. Betsey Ross flag, civil war flag, etc. J. Tarrant asked who would fund these flags and C. Fuessenich assumed it would be the merchants. He will speak more about it at the next LABA meeting. C. Conn will also be on the agenda for the next LABA meeting to speak to publicity and how merchants can be involved. R. Grecco commented that it would be a good time to show the merchants a sample of the ornament. C. Conn and B. Jones have been working on logistics of hanging a banner in the center of Town. First choice would be across West Street but there is nowhere to hang it from; second choice across Route 202 this side of green but also not possible. Will try to get permission from Preservation Trust and Litchfield Borough to hang a banner across the front of the courthouse. It was agreed that the banner should replicate the flag. C. Conn suggested putting at the top "Celebrating 300 Years", the logo in the middle, and the website address at the bottom.

300th Anniversary Event Publicity: C. Conn and B. Jones have been working with Evan Dobos of Civic Lift. They feel the website is the best source to promote events. They will also be using traditional marketing and PR; print, digital, press releases, radio stations and featured articles in high end magazines. A spokesperson for interviews and to answer media questions should be designated by the committee. R. Grecco suggested finding high school students who may be interested in history and comfortable with the media as a great way to get them involved and J. Tarrant agreed. C. Conn stated that a Rotary Scholarship Competition is being offered to Juniors at Litchfield High School, Wamogo and possibly Forman School in which students are asked to pick one of the three centuries, do original research, and present their findings of how that century was transformative to the Town. They can present in one of three ways-a written report, video, or piece of art. Judging will be done in December. He will reach out to the guidance departments to see if any of these students would be interested in helping with publicity.

Chuck stated that there are 260 days to the end of the year. Due to time constraints decisions may have to be made in between committee meetings. Proposals will be sent to J. Tarrant who will pass them along to committee members.

Governor's proclamation: It was reported that the Proclamation had been sent to the Governor's office thru the First Selectman's office. J. Tarrant reported that First Selectman Leo Paul Jr. saw the Governor recently and personally invited him to attend the May 19th ceremony and the Governor said that he would. The Ecumenical service will be at the First Congregational Church followed by a procession to the center green for the flag raising. A loud speaker system will be in place and there will be police presence. The Congregational Church choir will sing. J. Tarrant predicted that the sidewalks will be finished and ceremony should end by 1:00 p.m. He thanked C. Fuessenich for all the work he'd done on the creation of the proclamation.

Fireworks: J. Tarrant reported that this process has been a major hassle. Everything was in place with the approval of the site at the Plum Hill fields, approvals from the Town Attorney and the town insurance, and the date. A Plum Hill board member came forward questioning the affect it may have on the track so now a way to protect the track must be found or we must find a new site. J. Tarrant was approached with the idea of charging \$10 per car for residents to view the fireworks but feels it should be a gift from the Town and is not looking at it as a fundraiser. C. Conn confirmed that Rotary has agreed to donate all proceed from the sale of their merchandise for use towards the fireworks and is working with Evan Dobos to solicit

donations through the website. Funds will either be funneled through the Community Center or the Rotary Club's charitable foundation.

Bill had to leave at this time.

300th Anniversary Icon on Town website: The town website link to Civic Lift is working out and will be expanding. L. Losee explained how groups could add their own events and volunteered to assist them if they needed help. C. Conn emphasized the importance of having a contact person; name, phone number and email address, for someone to contact and volunteered himself and B. Jones as well.

Events Update: P. Vermilyea reported that the Scavenger Hunt sponsored by the Historical Society is done and ready to go on June 1st. J. Tarrant reminded all to purchase tickets in advance for the May 18th Art Show auction. C. Fuessenich confirmed that all is set for the Patriots event on Sept. 7.

General Discussion: Committee Name Change: Jon proposed changing the name of the Committee. P. Vermilyea made motion to remove "Litchfield's" and "Executive" from the name of the committee and it was seconded by R. Grecco. All voted in favor and the motion carried. The new official name is "300th Anniversary Committee."

Peter asked if there should be a special meeting held before the May 19th event and Jon suggested meeting on May 6th at 5:00 p.m. All agreed and he will call the meeting. The next regularly scheduled meeting will be May 20, 2019.

Art Coffill made motion to adjourn, seconded by R. Grecco. The meeting was adjourned at 6:02 p.m.

Respectfully submitted,

Lisa A. Losee
Secretary