

Minutes
Town Center Celebrations Committee
January 26, 2022
Art & Innovation Center & Zoom (Hybrid)
8:00 a.m.



Chair Dusty Rhodes called the meeting to order in person and via remote at 8:04 a.m.

Members present: Dusty Rhodes, Pamela Fox, Adrienne Giske, Jean Arturi, Julie Johnstone, Ian Glover, Leslye Fligor, Jeff Barz-Snell, Lee Johnson, Amy Riedel, Nancy Piedra, Daniel Quinn, and Sel. Laurie Bent,

Also present: Alanna Muldoon, Anthony Senesi, Rachel Patten.

Assistant to the Town Manager, Anthony Senesi, offered to prepare minutes for the meeting.

Introduction of Members: The members in attendance introduced themselves. Ms. Rhodes stated that Ms. Riedel will be representing Saint Julia's and the Golden Ball Tavern Museum on behalf of Mr. Quinn.

Approval of Minutes of Meeting of January 12, 2022:

MOTION: Ms. Johnson made a motion approve the minutes of January 12, 2022. Seconded by Mr. Quinn. A roll call vote was recorded, motion approved unanimously.

Definition of Official Members & Welcome Volunteers:

Ms. Rhodes stated that Ms. Patten will be asking for email address and phone numbers of every member of the Committee.

Discussion of May 21st Event Date, Summary of Discussion with the Friendly Society & Spring Fling Organizers:

Ms. Rhodes stated that Chris Memoli, Music Director believed that the students do not have the capacity to hold Spring Fling and the Town Center Celebration on separate weekends. Ms. Rhodes met with Dr. Connolly, members of the Schools, Mary Beth Keene a Friendly Society organizer, Ms. Bent and Mr. Senesi. Ms. Rhodes stated that the Friendly Society productions could not hold their matinee on May 21st due to noise from the events on Town Green. Ms. Rhodes stated that the Friendly Society agreed to hold their May 21st matinee on May 14th.

Ms. Rhodes stated that the Town Center Celebration & Spring Fling event would take place on May 21st with a rain date of May 22nd. She stated the Friendly Society agreed to hold their Sunday the 22nd matinee at 3pm instead of 2pm.

Ms. Rhodes stated that there will be meetings with the Spring Fling lead organizer, Eunice Feller to discuss logistics.

Brand & Logo/Collaterals:

Ms. Rhodes stated that Ms. Bent is working with the Town regarding a logo and branding. Ms. Rhodes stated that her business would assist with design.

Ms. Rhodes stated that the event will be called 'Celebrate Weston', to encapsulate all of Town. Ms. Rhodes stated that the Committee would adopt a brand. Ms. Rhodes stated that there would be efforts to send out a 'Save the Date', a brochure, and then a schedule.

Finance:

Ms. Rhodes described the draft budget. Ms. Rhodes noted that the Committee would need to reach out to the Town in regards to equipment and support services. She noted that some efforts would be in-kind, such as DPW and Police/Fire details.

Sponsorship:

Ms. Giske stated that she spoke with a representative from Cambridge Trust to discuss a possible donation. Ms. Giske stated that she would give Ms. Rhodes the contact information. Ms. Giske stated that she has a connection with a sign and banner company that would be interested in giving a deep discount for banners. Ms. Giske stated that a commercial property owner may be interested in donating.

Ms. Giske stated that the contractor for the Josiah Smith Tavern will begin landscaping by May 1st.

Mr. Quinn stated that the Golden Ball Tavern Museum is interested in donating, he is unsure of the amount.

Mr. Quinn noted that some realtors in the area may be interested in donating.

There was discussion of the donation tiers, some members believed starting higher may be more effective. Ms. Rhodes noted that there will be a few commercial entities.

Ms. Fligor stated that she believes four tiers \$5,000, \$2,500, \$1,000 and \$500 would make sense. Ms. Fligor stated that giving each tier a name would be a good idea to consider. Ms. Rhodes stated that \$5,000 may be too high. Ms. Fligor believes that the top tier is feasible. Ms. Fligor stated that there may be interested entities at the for the highest tier.

Ms. Rhodes stated that the businesses could pay an amount to rent a table and promote their business.

Ms. Giske stated that Brothers Market may be interested in providing a light donation. Ms. Giske stated that she has a contact at their corporate office.

Mr. Barz-Snell agrees with three to four levels of giving. He stated that each tier could tie into the event, such as a 'Celebration Circle', 'Tavern Patron', 'Josiah's Friends', 'Party Supporter'. Ms. Fox noted that the names should relate to the Town Center.

Ms. Bent stated that there is a Weston 300 501c3 that could be utilized to store and distribute funds.

Ms. Fligor stated that the Committee should design a 'Save the Date' to the Town. She stated that a direct physical mailer costs roughly \$3,500 - \$5,000.

Ms. Arturi noted that Spring Fling raises funds for charity.

Organization Chart:

Ms. Rhodes described an organizational chart and asked members to state their interests.

Ms. Arturi stated that she would be able to assist with the AIC's activities and work with Ms. Fox regarding visuals with the history of the Town Center. Ms. Fox stated that the A-Frames would be in various locations in the Town Center using visuals, giving a 'now and then' experience. Rhodes stated that 10 visuals should be the goal.

Ms. Fox stated that she, the Historical Commission, and Ms. Arturi will organize a photography exhibit at the AIC. Ms. Fox noted that the Historical Commission and the Friends of the Josiah Smith Tavern have been working on permanent exhibit at the Josiah Smith Tavern.

Mr. Glover stated that he would like to organize children's activities in conjunction with Spring Fling organizers.

Ms. Giske stated that she is interested assisting with the activities of Josiah Smith Tavern. Ms. Giske stated that she is working with the contractor to finalize the campus. Ms. Rhodes stated that the central ceremony could occur in the Josiah Smith Tavern parking lot.

Ms. Fox said that the Historical Commission could organize tours of the cemetery and the law office.

Ms. Piedra is organizing the rail trail portion of the event. Ms. Piedra will also organize activities at First Parish.

Ms. Rhodes wants the majority of the events to happen along Boston Post Road.

Outdoor Venues:

Ms. Rhodes asked what the name of the pergola next to the Josiah Smith Tavern. Ms. Giske stated that it is called the garden.

The Committee described the outdoor venues. Some members stated that Fiske Park is too far away from the festivities. Ms. Rhodes stated that Town Square is a venue.

Ms. Bent noted that Lamson Playground may be too disconnected with the festivities. Ms. Rhodes states that the Celebrate Weston event would need a portion of Town Green for flow and consistency.

Ms. Bent noted that the Town Hall does not need an open house tour.

Ms. Fligor asked if there was any interest with a Rail Trail Trot. Ms. Rhodes stated the walk/run could occur at 8:00am.

Activity Sub Committees:

Mr. Senesi stated that Rotary Club is planning to hold a Pooch Parade on May 14th. Ms. Rhodes stated that the event could potentially occur with the Celebrate Weston event. Mr. Barz-Snell stated that the Committee could ask the Rotary to organize the parade with antique cars.

Ms. Johnstone is interested in organizing the Rail Trail Trot and work with the private schools on how they would like to be involved. Ms. Rhodes agreed that it would be excellent to have some of the students participate. Ms. Johnstone will reach out to the four independent schools.

Ms. Fligor will get into contact with reenactment groups to participate (in Knox Park etc).

Ms. Giske stated that the pollinator garden is currently under construction.

Ms. Rhodes stated that there will need to be a focal stage for the recognition/ribbon cutting ceremony.

Ms. Rhodes stated that the only formal time-sensitive event is the ribbon cutting ceremony, she stated that the rest will be a block party.

Ms. Fligor stated that as an organizer of one of the garden clubs, she will communicate with the other garden clubs. Ms. Riedel will also work with Ms. Fligor as well.

Ms. Bent stated that she will work to create a business contact list.

Ms. Fligor asked that a member from WCCA be a part of the Committee. Mr. Glover stated that he has a contact with the WCCA.

Ms. Fligor stated that the Council on Aging could have strong volunteers.

Ms. Rhodes noted that food can come from local Weston establishments. Ms. Rhodes stated that some food trucks require a minimum deposit.

Ms. Rhodes stated that there will be one 25-minute ceremony for recognition, she stated that there will be music, and other satellite activities.

Mr. Barz-Snell stated that he has worked on a lot of outdoor events, he is willing to help with live music and audio logistics.

The Committee thanked Ms. Rhodes for her dedicated leadership. Ms. Rhodes thanked the Committee for all their hard work.

The meeting adjourned at 9:33 AM.

Minutes respectfully submitted by Assistant to the Town Manager, Anthony Senesi