

Minutes
Town Center Celebrations Committee
February 9, 2022
Art & Innovation Center & Zoom (Hybrid)
8:00 a.m.



Chair Dusty Rhodes called the meeting to order in person and via remote at 8:02 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, Steve Wagner, and Sel. Laurie Bent.

Also present: Alanna Muldoon, Anthony Senesi, Rachel Patten, Molly Varnau, Holly Kulow, Mignonne Murray
Assistant to the Town Manager, Anthony Senesi, offered to prepare minutes for the meeting.

Approval of Minutes of Meeting of January 26, 2022:

Ms. Fox provided revisions to the minutes of January 26, 2022. Ms. Fox stated that in the minutes as drafted, it states that the Historical Society is leading tours of the Fiske Law Office and Cemetery. Ms. Fox stated that it is the Historical Commission, not the Historical Society that are leading tours. Ms. Fox noted that the minutes as drafted do not include that the AIC will be organizing a historical photo exhibit in their building. Ms. Fox stated that should be included in the amended minutes.

MOTION: Ms. Bent made a motion approve the amended minutes of January 26, 2022. Seconded by Ms. Johnson. A roll call vote was recorded, motion approved unanimously.

Ms. Fox stated that the notes of the Police Department/DPW includes an incorrect name of the Florentine Framers business.

Collaterals:

Ms. Rhodes asked members to include their contact information on a document she created.

Ms. Rhodes stated that a brochure/flier will be created to 'Save the Date' as soon as possible.

Ms. Rhodes thanked the Golden Ball Tavern Museum for their generous \$2,500.00 donation to the Celebrate Weston event. The Committee thanked Ms. Riedel and Mr. Quinn for their efforts in supporting the event.

Ms. Rhodes noted that she had a productive meeting with the Town Manager, Assistant to the Town Manager Select Board member Laurie Bent, DPW, Facilities, Police and Fire staff.

Finance:

Ms. Rhodes stated that funding would be stored and distributed through the 501c3 account from the Weston 300 Celebration.

Sponsorship:

Ms. Rhodes asked the Committee what the sponsorship tiers should be. Ms. Rhodes noted that the full budget amount would be between \$45,000 – \$55,000. Ms. Rhodes stated that the largest cost would be staging, sound, chairs, and tables.

Ms. Fligor gave Ms. Rhodes a list of businesses. Ms. Rhodes stated that businesses could be provided a table to showcase their goods/services.

Ms. Bent suggested that the marketplace for businesses, organizations, and non-profits should be called a 'street fair'.

There was discussion regarding how much businesses should be asked to pay for a table at the street fair. Mr. Wagner stated that the levels of \$500, \$1,000, \$2,500, and \$5,000 are attainable. Mr. Wagner noted that substantial sponsors would like to have significant promotion.

Ms. Fligor noted that the businesses suffered due to the COVID-19 pandemic and the construction of the Town Center. She noted that it may be too much of an ask for businesses to contribute more than \$250.00 for a table. Ms. Fligor noted that private donors would be able to contribute more.

Ms. Rhodes reiterated that businesses who contribute \$250.00 would have a program advertisement, physical equipment (tables/chairs/linens) for the street fair.

Ms. Giske noted that larger businesses may be interested in donating more than \$250.00.

Ms. Rhodes noted that a sponsorship pyramid for businesses who are willing to donate more than \$250.00 would make sense.

Ms. Rhodes asked the Committee if it would be acceptable to have non-profits and organizations to be apart of the street fair for a lesser amount. Ms. Fligor disagreed and stated that most organizations and private clubs would be able to pay \$250 or more for a table at the street fair.

Ms. Fligor proposed to the Women's Community League that they give \$2,500 for the event.

Ms. Bent proposed that non-profits, clubs, and organizations could pay a suggested amount to participate in the street fair.

Ms. Rhodes stated that she will create a flier before the next Committee meeting.

Ms. Rhodes stated that the street fair will occur between Florentine Framers on Boston Post Road and the intersection of Boston Post Road and Center Street.

Ms. Rhodes stated that individual donors will be listed as well.

Ms. Johnstone asked if independent schools would be allowed to have a street fair table to promote their school. Ms. Rhodes said yes.

Operational Plan:

Ms. Rhodes stated that Spring Fling would occur between 9:00 a.m./10:00 a.m. until 2:00 p.m. on the east side of Town Green. Ms. Rhodes stated that she has a meeting with Eunice Feller. Mr. Glover asked to be a part of the meeting.

Ms. Rhodes stated that a parade would occur at 10:00 a.m. Ms. Rhodes stated that Boston Post Road would be closed between Colpitts Road and School Street. Ms. Rhodes stated that section of Boston Post Road would be closed between 10:00 a.m. and 4:00 p.m.

Ms. Rhodes stated that antique classic cars will be apart of the parade and then the cars would be displayed in the 20 parking spaces on the west side of Town Green.

Ms. Rhodes stated that a commemoration ceremony would occur at 11:00 a.m. Ms. Rhodes stated that the program would be 25 minutes. Ms. Rhodes stated that the ceremony would occur in the Josiah Smith Tavern parking lot. Ms. Rhodes stated that the speakers would be facing west. Ms. Rhodes stated that the stage at the Josiah Smith Tavern parking lot would be active with music and entertainment.

Ms. Arturi stated that photographic displays would be in the AIC as well as tours of the facilities.

Ms. Fox stated that an exhibit titled, *History Under One Roof: The Evolution of the Josiah Smith Tavern* will be on display inside the Josiah Smith Tavern. Ms. Fox stated that the Historical Society has been planning the exhibit for than a year.

Ms. Rhodes asked Ms. Fox and Ms. Arturi each to create a paragraph outlining what exhibits and events are occurring in the locations.

Mr. Barnz-Snell stated that First Parish will have a bell tower tour, history exhibit of First Parish and will be offering food from their large-scale kitchen.

Ms. Rhodes stated that she is in contact with a General Knox reenactor and other reenactors to have interactive tours of various parts of the Town Center, including Knox Park.

Ms. Fligor suggested the name for the reenactments as “Footprints of History”.

Ms. Riedel stated that she has a connection with Susan Rubenstein, Director of the Lexington Fifth and Drum Corps and the Lexington Minutemen Reenactors. Ms. Rhodes stated that she would like the Lexington Fifth and Drum Corps to join the parade. Ms. Fligor stated that the Jones Sisters could also have reenactors.

Public Safety:

Ms. Rhodes noted that Spring Fling organizers would need access to the Green before the event. Ms. Rhodes noted that organizers and volunteers for the Celebrate Weston event would park in the Brothers parking lot.

Ms. Rhodes stated that Saint Peter’s, Saint Julia’s and First Parish have parking lots.

Ms. Giske noted that a train on wheels circles the Town Green during Spring Fling.

Ms. Rhodes stated that there will be a pavilion with food from local restaurants.

Town Commitments:

Ms. Giske asked about ‘Touch a Truck’. Ms. Rhodes stated that the Fire Station will be open for ‘Touch a Truck’ in addition to showcasing Fire Station artifacts. Ms. Rhodes stated that the Police Department could park some of their equipment. Mr. Glover stated that the DPW could also display some of their equipment.

Sub-Committees:

Ms. Bent stated that the Select Board reviewed a few logos for the Celebrate Weston event. Ms. Rhodes stated that her staff would create a logo that is similar to the Weston 300 design. Ms. Bent noted that new Town logo would not replace the Town Seal. Ms. Bent stated that the Seal would still be used in all official documentation. Ms. Fox noted that Francis Blake, the designer of the Town Seal put significant thought into the design. Ms. Rhodes stated that the light poles in the Town Center would have the new logo.

Ms. Fligor noted that surrounding Towns have annual celebration events. Ms. Fligor hopes that this event occurs annually. Ms. Rhodes stated that the banners for the street lights can be used annually if need be. Ms. Rhodes stated that it is a possibility to purchase a banner for across the road, if there are enough funds raised.

Ms. Piedra stated that she anticipates two trail events, one that is accessible for seniors etc. and then a second trail event for others. Ms. Piedra stated that she will ask the Weston Forest & Trails Association to participate and the Rail Trail Committee. Ms. Piedra stated that she will help Ms. Rhodes regarding a trail route for the event.

Ms. Johnson stated that she spoke with the Council on Aging regarding the planning for the event. Ms. Johnson stated that the Council on Aging would like to walk in the parade. Ms. Johnson stated that the Council on Aging would like a table to give out information regarding their services.

Ms. Rhodes asked Ms. Varnau and the garden clubs to assist with providing greenery for various locations. Ms. Rhodes described locations for the flowers; such as the trough and stage. Ms. Rhodes stated that planters for Knox Park would be sufficient. Ms. Varnau stated that she would reach out to the other garden clubs.

Ms. Rhodes noted that there are power outlets at Knox Park. Ms. Rhodes stated that Mr. Cullen from the DPW is looking into if the pergola area has electricity. Ms. Giske stated that she would assist in finding power sources.

Ms. Giske stated that there should be a walk-through at the Josiah Smith Tavern and adjacent parking lot before the event.

Ms. Fox noted that she is not assisting with Cemetery and Fiske Law Office tours. Ms. Fox stated that the Historical Society and herself are working to create an exhibit in the Josiah Smith Tavern. Ms. Fox stated that she is assisting with the AIC historical displays, and creating 11 a-frames with a 24x36 large posters. Ms. Fox stated that the a-frames would depict a 'before' image of the location the photo was taken. Ms. Fox stated that the a-frames would be placed in the exact spot the photo was taken. Ms. Bent stated that a reenactor may enhance the a-frames display. Ms. Fox will look into creating a name for the a-frame displays. Ms. Bent suggested "Now and Then"

Ms. Fox stated that the historical displays in the AIC will include photos that members of the public will submit.

Ms. Rhodes requested that Ms. Fox write summaries of each of the three exhibits.

Mr. Barnz-Snell reiterated that First Parish will have tours of the bell tours, history exhibits, colonial/tavern music and food that will be served.

Ms. Fligor stated that she will communicate with the business community regarding sponsorships. Ms. Rhodes stated that she will work to create a sponsorship form for interested businesses/individuals.

Ms. Fligor stated before the event, Celebrate Weston items could be placed at businesses to drum up support and foot traffic. She stated that the items would have a QR code for people to sign up for a raffle/drawing.

Mr. Glover noted that he is working on creating a scavenger hunt that would take children throughout various parts of Town Center.

Ms. Rhodes stated that she will create an outline regarding sponsorships and it will be adopted at the next Committee meeting.

Ms. Johnson spoke with Kristin Frady, Program & Volunteer Coordinator at the Council on Aging. Ms. Johnson stated that Ms. Frady is looking forward to assist in organizing volunteers. Ms. Johnson stated that Mignonne Murray, Council on Aging Director will bring the information to the Board. Ms. Rhodes noted that the Council on Aging should focus on creating activities and making the event participatory for seniors.

Mr. Glover stated that he attended a Weston Community Children's Association (WCCA) board meeting. Mr. Glover stated that the WCCA is interested in participating. Mr. Glover stated that he will work with the WCCA to see if they are interested in sponsoring a table at the event. Mr. Glover stated that he is working to contact the Weston Dads Group. Mr. Glover stated that at the event, there would be a series of low-cost activities (7-10) for children. Mr. Glover proposed that the DPW vehicles would be stationed on the hill leading up to the playground adjacent to the Town Green. Mr. Glover stated that he would like to be the liaison for the Rotary Club's antique car display.

Ms. Muldoon stated that the Weston Media Center is available to create promo videos and interviews to 'Save the Date'.

Ms. Giske stated that she will help draft a description of what is occurring at the Josiah Smith Tavern. Ms. Giske stated that she will create a site plan where the staging will occur. Ms. Giske stated that she will assist in finding electric outlets. Ms. Giske stated that she will assist in locating the porta-potties.

Ms. Fox stated that she spoke with her contacts at Saint Julia's. Ms. Fox stated that they would like to participate.

Mr. Senesi stated that he spoke with the Town Manager, Leon Gaumont. Mr. Senesi stated that Town Hall would like to have a table to showcase their services.

Determine Next Meeting Date:

Wednesday, February 23rd, 2022 at 8:00 a.m., hybrid meeting via Zoom and the Arts and Innovation Center.

Adjournment: The meeting adjourned at 9:34 am.

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