



# TOWN OF VERNON

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[www.Vernon2008.org](http://www.Vernon2008.org)



## VERNON BICENTENNIAL COMMITTEE

MINUTES - Wednesday, April 21, 2007 @ 7:00 PM

**Present;** -(25) Chairman-Rudy Rossmly, Mayor Ellen Marmer, Leslie Ames, Cheryl Arzt, James Ashe, Ellie Bellemore, Dick Bowman, Bd. of Ed. – Amarjit Buttar, Thomasina Clemons, Cliff Edwards, Mary Edwards, Bryan Flint, Councilor-Bill Fox, Lisa Gardiner, State Rep. Claire Janowski, Karen Ann Miller, Chet Morgan, Councilor-Brian Motola, Donna Philipp, Debby Rodriguez, Carole Slattery, Ed Slattery, Stephen Taylor, Nancy Wetmore, Carol Whitney

The meeting was called to order at 7:00pm by Vernon Bicentennial Committee Chairman Rudy Rossmly.

### **I. Old Business**

Chairman Rossmly mentioned the recent negative letters to the editor and suggested that no response be made to avoid “paper wars.”

He also reiterated (in reference to last month’s discussion) that we should be charging reasonable rates for the program so as not to add to the Town’s coffer, but to fund the event.

### **A. Committee Reports**

#### **1. Parade Committee**

The Parade Committee report was presented by co-chair Dick Bowman. The Vernon Parade date has been set for October 5, 2008. An attempt to contact DLC Management has been made regarding the end of the parade at Tri-City Plaza, but there has been no conversation, just phone tag. Two people have indicated a willingness to be part of the Parade Committee: Chico Parrott and Stuart Magdefrau, but more people are needed. In particular, a corresponding secretary will be essential once it becomes time for

invitations and other correspondence to be sent. Darcy Davis, band director at Rockville High School, has been contacted and he is making arrangements with both RHS and Vernon Center Middle School to save the date and work with the budget. Mr. Bowman indicated that it would be appropriate to hold a committee meeting prior to July 1, 2007.

## **2. VIP and Special Guest Committee**

Chet Morgan presented a draft list of prospective VIPs and Special Guests and a draft of an invitation to participate to be sent to the final list. He estimates his costs to be no more than \$125 for correspondence supplies.

Bryan Flint suggested that surrounding towns be invited to participate in the parade with floats.

Karen Miller suggested inviting a celebrity Master of Ceremonies as an additional draw.

Donna Philipp asked about the possibility of having letterhead and envelopes printed with the Bicentennial logo to lend a more polished and professional look to our correspondence. Mr. Flint stated that the Town Administrator had indicated that the town would be willing to absorb the cost of stationary for us. The recording secretary was asked to contact the Town.

## **3. Advertising Book Committee**

Claire Janowski reported that the committee has discussed and is awaiting feedback regarding the following items:

- a)** Layout;
- b)** Costs based on pages;
- c)** Size and potential pricing of ads (based on size and location) and the sale price;
- d)** Front and back cover designs;
- e)** Citations to be included (i.e., Governor, State, Mayor).

It is expected that the ads will pay for the book. A committee meeting is planned for this Saturday, April 21 to pull together information regarding these items.

Ms. Janowski pointed out the need to begin to publicize how Bicentennial donations can be made.

Mr. Rossmly indicated that the purchase price for an ad book for the 175<sup>th</sup> Anniversary was \$3.75. The question was raised as to what price should we charge for this book – will they be free or will we be charging for them?

Ms. Philipp suggested that the most likely market might be older citizens with a limited income, but Ms. Janowski pointed out that the target market is more likely to be outside the Town such as people who have moved away, but still have emotional ties to the Town.

Mr. Flint pointed out that the ad book will need to be a large fundraiser. Mr. Motola indicated that we anticipate the book to produce \$20,000. Mr. Rossmly reiterated our break-even goal, but we want to be sure to raise enough to cover all our expenses without having to go back to the Town for more than our seed money. Mr. Motola pointed out that, as an example of our expenses, the projected cost of the Vernon parade is \$60,000. Mr. Flint suggested giving sponsorships to parade participants in lieu of paying them fees.

Cliff Edwards pointed out that the Gene Pitney Commemorative Committee was presenting donor packets and that we might wish to adopt the practice. Mr. Flint recommended a crossover of functions: make a donation, receive an ad in the program book.

Ms. Janowski pointed out that the program book is not intended as a moneymaker.

#### **4. Publicity Committee**

Bryan Flint reported that meeting notices are being provided to the *Rockville Reminder*, *Journal Inquirer*, *Hartford Courant* and the Community Voice Channel (cable channel 5). He will be providing Bicentennial information the Connecticut Commission on Culture and Tourism. Also, he will be submitting press releases to promote milestones in achievement and special upcoming events. Mr. Flint has offered to submit volunteer recruitment announcements for the individual committees to help with their public relations and recruitment efforts.

Mr. Flint anticipates his budget to include printing expenses for brochures to be left in high traffic areas, although he suggests that the cost could be mitigated by sponsorship donations. Also there would be the expense of flags and banners, which would become an overhead item if they were ultimately donated to the town at the end of the celebration year.

Mr. Flint strongly suggests the Bicentennial logo be included on Town letterhead and recommends the need for a kick-off ceremony to further publicize the event. This should be done as soon as possible.

Chet Morgan referred to Ms. Janowski's recommendation to publicize the process for making donations and suggested that it needed to be done quickly. Mr. Flint agreed to create and submit an ad for that purpose.

## **5. Finance/Fundraising Committee**

Brian Motola indicated that his report had been covered in prior discussions.

Cliff Edwards reported that the t-shirts have been ordered and that the shirts will be printed as soon as the vendor receives a deposit from the Town. Dick Bowman asked if we should have a licensing agreement to protect our logo and name. Mr. Motola said that it was possible to prepare an agreement for the vendor's signature. Mr. Rossmly stated that he would ask Chris Clark to check on the need and/or process to arrange for licensing and a copyright.

Karen Miller indicated that the Clair Albom of the Golden Steppers had suggested using the Senior Center to have a quality tag sale as a fundraiser.

Ed Slattery, representing the seniors, offered to be the source of information from the Senior Center.

## **6. Events Committee**

Thomasina Clemons has requested help in coordinating all the new ideas for events. Mr. Flint indicated that he has created an events chart.

Cheryl Arzt suggested holding hayrides, wagon rides and/or trolley rides to the historical areas.

Carol Whitney has requested that education be considered an event not a committee.

## **7. Scheduling Committee**

Neither co-chair was able to attend.

## **8. Historical Committee**

Jim Ashe and Cheryl Arzt were both in attendance and reported that they have contacted the Tax Collector's office, the Senior Center and the Rockville Library and all have agreed to permit Bicentennial displays at their sites. A timeline was reported as follows:

- a)** December, 2007 – a display will be set up in the Peck Room of the Rockville Library;
- b)** January 20, 2008 – Ardis Abbott will speak at the Vernon Historical Society on “Vernon in the 19<sup>th</sup> Century”. Snow date – January 27, 2008;
- c)** March 16, 2008 – Jean Luddy will speak at the Senior Center on “Vernon from 1900 to 1952” (including both World Wars, the War Memorial and the Depression). Snow date – March 23, 2008;
- d)** June 1, 2008 – Carolyn will speak at the Vernon Historical Society on “Consolidation and Development”;
- e)** September 21, 2008 – there will be a show at the Vernon Historical Society entitled “Treasures from the Vault” featuring items from the Historical Society's collection.

The Vernon Historical Society has offered to present a cemetery tour of Grove Hill, a walking tour of Rockville, and a tour of the War Memorial at Fox Hill (possibly in conjunction with the Day in the Park). The Society has made a DVD of a slideshow presentation they had created. Permission to use this DVD would have to be obtained from the Board of Education since they were the recipients of the presentation.

Debby Rodriguez suggested a Ghost Walk, Donna Philipp suggested a Mystery Tour similar to that held at the Sykes Museum in Tolland and Cliff Edwards requested a preview of the DVD. Brian Motola brought up the need of a kick-off for the Bicentennial celebration and Mr. Edwards suggested a Countdown to 200.

## **9. Education Committee**

Carol Whitney reported that the principal and the 3<sup>rd</sup> graders have decided that there will be 2 daytime performances to be held in June. It is anticipated that transporting the 3<sup>rd</sup> and 4<sup>th</sup> graders from the other schools will require 6 buses at a total estimated cost of \$550. Each performance will be attended by students from two other schools, plus parents, plus invited guests. Donations from

the adults in attendance will be encouraged. Students from Lake and Skinner Schools will attend one performance and students from Maple and Northeast Schools will attend the other.

Dick Bowman asked if students from the town's parochial schools were also going to be invited since they are also members of the community. It was discussed and consensus was that if invited, they would the parochial schools would have to provide their own transportation.

## **B. Review of Financial Procedures**

1. An account has been set up;
2. An ad will be placed in the paper regarding donations;
3. A threshold for requests is to be determined.

## **II. New Business**

There was no New Business.

The meeting adjourned at 9:05pm.

**Next General Meeting:** Wednesday, May 16, 2007 at 7:00pm at Vernon Senior Center – **2<sup>nd</sup> Floor**

Respectfully submitted by Donna Philipp, Recording Secretary