

2013 Winterfest

January 4, 2013

Meeting Minutes

Present: Steve Yannuzzi, Kris Bean, Lucille Keegan, Nikki Wooster-Goodwin, Marjie Gorman, Bryan Richardson, Leslie Dion

Follow-up on Proposed Activities

- **Pancake Breakfast:** Lucille reports that the Masons are interested in hosting a Pancake Breakfast the morning of Winterfest. We suggested that they hold it from 8 – 10 am but they are welcome to change these if they want to.
- **Boy Scouts:** Lucille has spoken with Doug Bergholm and he thinks that the Scouts would be interested in running some type of activity that day. He will speak with them and let her know.
- **Chili Cook-off:** The Newfound Football group is all set for this. In discussing how to limit the number of times people go to each table it was suggested we give out a punch card when people pay. They will get their card punched at each table they go to so that they can only do one trip to each vendor. Nikki suggested they encourage entrants to decorate their booths with some sort of theme to liven things up.
- **Squam Lakes Science Center:** Les has contacted the Science Center to try to book a program. The cost is around \$250.
- **Snowshoe Club:** Les has contacted Bob Brooks and he is checking with the Club. They also would like an info table. Marjie said that she spoke with Dave Boynton and he is willing to help with this as well. He also has many types of snowshoes that could be displayed. She will follow up with him.
- **Slim Baker:** Les reports that they would like to have some sort of activity up at the area and that Heather Huckins suggested that they open the weekend with a Night Snowshoe hike on the Friday evening.
- **Music:** We discussed options for music. It was agreed that we could use the speaker outside the Center for the outdoor music and check with Carol Brown to see if he might be willing to perform during the chili fest.
- **Sleigh Rides:** Les has not heard back from Joe about this so she will call John Lynch directly to see if he can do it and what the cost will be. We want to do this from 11 am – 2 pm.
- **Ice Hockey Tournament:** Kris said that they would like to go ahead with this. Steve will check with the Town Administrator regarding insurance. There was discussion on whether the rink should be on Kelley Park for the winter instead of doing one at Wells this year. It was agreed that keeping it at Kelley would be good since the work will already be done. We just need to be sure that the town is insured for this activity. If we go ahead with this then we do the tournament from 11 am – 2 pm and then offer open skate for the other hours.
- **Hours of event:** We decided to go with the 10 am – 3 pm time again this year.
- **Closure of Road:** It was agreed that we should close traffic in front of the Center so that families can come and go to the park without worry.

Other Activities

- **Fish & Game:** Nikki will check and see if they are able to offer something.
- **Demos:** We had discussed this in the evaluation last year. Some suggestions were basket weaving, Walker Farm maple syrup process, Zen Tangle, Hula Hoop
- **Face Painting:** Definitely a keeper and Les will check with Crystal that did it last year. Also would be good to get a couple of HS kids to help.
- **Other:** Discussed having a fish board here to show the different fish that are being caught at the Fishing Derby. Nikki will talk to Fish & Game about this.
- **Food:** Since the Chili Contest is a limited quantity with a specific food we agreed that it would be nice to have the Lion's do their food booth outside as well if they are interested.
- **Library Story Time:** Last year the Library did a story time & craft. Lucille will check to see if they want to do this again.

Advertising

- **Newfound Voice:** It was agreed to run a \$75 ad in the Voice.
- **Posters:** Nikki will work on putting the posters together. We had offered to promote the fishing derby in our ads. Mark Chevalier was going to get us more info but we haven't seen it yet so we will add it if it comes in.
- **Business Participation:** We want to get the downtown businesses involved and discussed how to do this. Les said she will contact Scott Stephens at the Chamber to see if he can get our next meeting date out to the local members.
- **Other:** We need better signage on where activities are being held. Also a greeter at the door to direct people would be helpful.
- **Banners:** If we cannot find the banners from last year we need to order a few more.

Funding

- Funding is still an issue for this event. Les suggests we approach the Lion's and Rotary for a small donation. Bryan thinks that Football would also be willing to donate. NLRA is giving \$200 and the TTCC can do this as well.
- A donation jar and 50/50 raffle should also be added
- Candy Bars: Nikki suggested doing some sort of candy bar sale with a golden ticket – like Willy Wonka. We discussed how to do this and one concern was that if there is an actual ticket and it gets sold immediately your sales will decline... We came up with selling the candy bars with a ticket that goes into the bucket to be drawn at Winterfest for the 'golden prize(s)'. This is a fundraiser we could kick off early (like at the Lights On event) and continue at each event leading up to Winterfest. Good idea for future funding.