

Community Events Committee
Meeting Minutes
September 13, 2013

Attendance: Les Dion, Christina Goodwin, Joe Denning, Lucille Keegan, Gylene Salmon, Hilda Bruno, Barbara Greenwood, Chief Yannuzzi

Meeting called to order 10:30 a.m.

August Minutes:

August minutes were reviewed. No changes were made.

Old Home Day Evaluation:

Barbara Greenwood felt it was excellent. Lucille Keegan and Joe Denning felt that there weren't as many people in attendance. It is possible that limited attendance could have been caused by construction. Lucille thought we should do more event type activities, like a baking contest. All agreed that there needs to be more things to do – more events to pack the people in, like picture contests, pet contests, cooking contests, etc. It would be great to the downtown businesses to do more sidewalk sales, to incorporate the Square by having music, etc. All agreed that the craft fair portion of the event has been reduced and the market has changed. The Community Fair was great for the first event, but it would better to have more hands on, more displays and more participation in any future fairs. It was suggested to try to get the National Guard to attend in 2014. The Committee wants to get more reasons for people to attend and has charged the members with finding something unique. With 2019 coming right up, it would be good to keep building toward the main event.

Concert Series Evaluation:

The Committee reviewed the concert series for 2013 and determined which performers will make a return appearance in 2014 and how many spots will be open for new performers. Shana Stack will return for the July 10th concert. Uncle Steve Band will be moved to the last concert. Lunch at the Dump and Santa Croce - we will have return in two years. Tom & Annie's Caravan Band and the Bellaire's – we will have return next year if possible.

This will leave three (3) open spots for 2014 for new performers. The Committee agreed that it would better if we could work with the School District for building usage for rain locations and we will work on it with the new Superintendent.

Fall/Winter/Spring Brochure Review & Approval:

The Committee reviewed the brochure and recommended the following possible additions/changes:

- Add the Christmas Fair to the flyer (date not certain) from 9-1
- Add a blurb about the fantastic fall foliage - make sure you visit Cardigan Mountain, Profile Falls, Inspiration Point, Newfound Lake, etc.

Upcoming Activities:

Halloween Parade/Activities:

Halloween will begin with the parade – 4:30 line up and 4:45 walking. The Lions Club will look at set up and possibly set up in front of the bank. The Fire and Police will set up in the parking area. The group discussed better policing downtown along Lake Street and North Main Street. The lighting will be verified near the Library and the Masons for safety concerns. The Committee will meet once more before Halloween to make sure that all is in order.

Christmas Tree Lighting:

It was thought that maybe we could do a festival of trees with the downtown businesses to coincide with this event. Discussion will be held later as the Lions formulate their plans for the event. The Santa is not able to do it this year, so the Lions are looking for alternatives.

Winter Fest:

The Newfound Lake Region Association (NLRA) began the event with the TTCC becoming involved. Now that the assistant from NLRA has left, it was determined that it would be best if we left the event go and work on business participation.

Lights on – Date – October 17th:

Lights on is set for October 17th. Christina will not require an additional permit as the TTCC also assists with this event so we will leave it under the TTCC blanket.

Budget Review:

The Committee discussed the possibility of helping with the fireworks for the 4th of July. The Lions Club bears the brunt of the costs but the event has turned into a wonderful community event. The cost for fireworks in 2013 was \$1800 for Old Home Day and \$7500 for the 4th. It was agreed that the Committee would recommend to add \$2,500 to the budget with the intended use for the 4th of July fireworks and to move the Town Events line to \$11,500. It was also agreed that we continue to contract with Claire. She has done a great job on concerts, advertising and brochures. **Christina motioned to accept the bottom line budget of \$13,700, Gylene seconded, so voted.** Les will submit the budget to the Town Administrator.

Other:

Chamber of Commerce idea:

Joe Denning mentioned the idea of the Committee becoming a Chamber of Commerce. He stated that we have been the Old Home Day Committee and the Events Committee, but in reality we really are a Chamber of Commerce and he believes that we could evolve into it. This would get the downtown more involved. He thinks that over the next 4-5 months, this Committee should have meetings inviting businesses to attend and get more face to face contact and input on things such as:

- How to get the businesses more involved
- How to better utilize the square as a focal point

- How to include all businesses and not just the downtown area
- How can we help the businesses do better

It was agreed that the Community Events Committee should develop a guideline and goals and that maybe a starting point for getting the businesses involved would be the Halloween event. Les will let the Plymouth Area Chamber of Commerce know what we are considering and let them know that we are not trying to take their place.

Barn Dance idea:

Les will talk to the Newfound Inn to see if they would be interested in holding the barn dance in their barn. We would use Tom & Annie's Caravan Band and hold the dance to coincide with the Ice Breaker on March 22.

Kelley Park:

The upper area near the maintenance building may be turned into parking. The Kelley Park Committee needs to look at options for moving the horseshoe pits.

The next meeting for the Community Events Committee will be held on October 23, 2013 at 10:30am at the TTCC.