



Town of Andover
375th Anniversary Committee Meeting Minutes
April 14, 2021 (Virtual) at 4:00 PM

The full committee met via virtual Webex platform. The meeting was called to order by Chairman Paul Mackay at approximately 4:00 pm on April 14, 2021. Roll was called. Attendees included:

Paul Mackay, Chairman, Tom Adams, Committee Clerk, Bill Pennington, Richard Padova, Buzz Stapczynski, Susan Pokress, Melissa Litton, Cipriano Apicelli, Joann Michalik
Staff present: Ann Ormond

Chm. Paul Mackay moved approval of minutes to the next committee meeting. There was no correspondence or citizen input.

Mackay then introduced Susan Pokress to present the Event Subcommittee report.

Susan Pokress/Event Planning Sub-Committee - Presented a series of slides outlining the subcommittee's event plan. Susan stressed that the events are still in the planning stages and may change and that strong publicity support from the Publicity Subcommittee is critical. There are five (5) major events planned:

- **"You've been 375th":** Focuses on getting visual impact throughout the town including 375 lawn signs, major signage at key points optic around town (e. g. Shawsheen, Ballardvale, along River Road, Town Hall, Town Offices, the Robb (Senior) Center etc. Creating a Google form for residents to highlight their favorite part of living in Andover with the target of getting 375 responses. Target event date: Immediately following kick off. – May, 2021. The budget for the event is estimated at: **\$4,000.**
- **"Field of Dreams Movie Night":** Working/Coordinating with Bill Pennington, the film will be shown behind Old Town Hall and include a presentation of Andover Little League's rich championship history. Target event date: August, 2021. The budget for the event is estimated at: **\$5,000-\$10,000.**

- **“Andover Thrives Community Day at Shawsheen”**: A family-friendly day with games, entertainment, food and fireworks. Target event date: September 25, 2021 The budget for the event is estimated at: **\$50,000-\$60,000.**
- **“Andover First Night”**: Bringing Boston’s annual tradition, our event will feature entertainment, music, extended hours for merchants and restaurants, a kid’s “Horribles”-type parade, ice sculptures displayed throughout town and a laser-show at midnight. The event will require the closing of Main Street. Event date: December 31, 2021. The budget for the event is estimated at: **\$75,000-\$100,000.**
- **Grand Finale Event**: A specific finale remains in the early planning stages. Target event date: May, 2022. The budget for the event is estimated at: **TBD.**
- **Sponsor’s Appreciation Event**: An event (e. g. dinner/cocktail party; other festive gatherings) thanking sponsors for their support. Event date: TBD. The budget for the event is estimated at: **\$5,000-\$10,000.**

Susan estimated that the entire event budget forecast, including a 20% contingency is: **\$300,000.** Susan noted that all estimates are on the high side and that any excess funds remaining would be put in a fund for the 400th anniversary celebrations.

In addition to the five (5) major events, the subcommittee envisions a series of smaller events throughout the anniversary year. Some ideas now under discussion include: a classic car show, an art exhibition, a film festival, and a public art program. Target event dates: Throughout May, 2021 – May, 2022 period. The budget for the events is estimated at: **\$40-\$50,000.**

- Buzz Stapczynski: AVIS is extremely about participating in the 375th and “getting people up and out.” Among their ideas are a photography contest and a hiking competition. Buzz added that involving the “Trails & Sails”, an Essex County program, would expose the entire county to the 375th anniversary.
- Joann Michalik: Suggested that the Andover Preservation Commission could possible contribute to the event schedule.

Chm. Mackay:

- Called for a motion to approve the Event Planning Report/Calendar of Events. Motion made by: Rich Padova; Second: Tom Adams. The motion passed. Event Planning Plan/Calendar of Events approved.
- Rich Padova: Asked if there were any incentives for sponsors?
- Chm. Mackay: A perfect segway for our next item of business
- Introduced Joann Michalik to present the Finance/Fundraising subcommittee report.

Joann Michalik/Fundraising and Finance Sub-Committee - Joann introduced a list of Sponsor Data Bases including 400 business properties that Ann Ormond helped compile; an older, existing list of Senior Center members; list of hotels, entertainment-related businesses; and restaurants; a list of 28 large companies including Pfizer, Schneider Electric, H-P and Raytheon. Next steps include tapping into Linked In and relationships – an area where the committee’s input would be helpful. Ongoing, it is hoped the data base will help the town in future events.

A series of Sponsorship Packages the subcommittee designed was then reviewed. The packages are:

Platinum Level – Sponsor investment: \$25,000; Target # of Sponsors: 4-6. Package includes sponsor’s name on all printed materials (e. g. posters, flyers, online and broadcast media), name on all events, recognition wall plaque, and a cocktail reception.
Gold Level - Sponsor investment: \$15,000; Target # of Sponsors: 2-10. Package includes name on ½ of the events; on printed materials.

Joann noted that if we hit all of the Platinum and Gold targets the 375th would cover all its costs.

Event Specific Level: Limit event specific sponsors to three (3) per event.

Bronze Level: Sponsor investment: \$2,500; Target # of Sponsors: aimed at smaller retailers.

- **In-Kind Level:** In-Kind Sponsor names will be listed in sponsor listings, and media for the specific event and Recruitment target – TBD – coordinate with Event Committee
- **Individual Level:** investment: \$2,500; Target # of Sponsors: TBD. Package to three events/sponsor.
- Chm. Mackay: Joann’s trickledown plan works.
- Rich Padova: Asked if we would be soliciting outside of Andover.
- Bill Pennington: Asked if there is excess post-375th money, can it be applied to something other than the 400th anniversary? Bill then spoke of an artist, Rob Surette and possible using excess funds to give to Sponsors a piece of Surette’s art.
- Chm. Mackay: We are all working for a town event and must follow town rules about spare money.

- Chm. Mackay then asked if there was a motion to approve the Finance/Fundraising subcommittee plan. Motion made by Cipriano Apicelli; seconded by Susan Pokress. Vote taken, motion approved.
- Chm. Mackay then introduced Tom Adams to present the Publicity Subcommittee report.

Tom Adams/Publicity Sub-Committee - Reviewed a slide listing the Publicity subcommittee's plan. The number one priority is to have the logo & theme artwork, Proclamation and a press release ready for the Select Board meeting on April 26th and to have those key documents approved. The **only item that drew** extended discussion was logo. Joann Michalik felt that the logo was too busy and whimsical and needs to be more modern. Andover's business community (e. g. technology & science) not represented.

Chm. Mackay: We'll consider that but that is the people's sense of history.

- Cipriano Apicelli: Struggling with the theme's visibility.
- Ann Ormond: That is something the artist (Vicky Enright) is working on.
- Rich Padova: Asked is logo showed someone diving into the Shawsheen River?
- Ann Ormond: the next iteration will show people sitting on the river's bank.
- Chm. Mackay: Feels the committee will approve the logo today (4/14/2021) with conditions that will allow for changes before logo finalized.
- Tom Adams: The logo needs to be approved now.
- Rich Padova: Will the logo/theme appear on 375th letterhead? It will appeal to potential sponsors.
- Rich Padova Yes, the logo/theme will appear on all 375th materials.
- Rich Padova: Good!
- Joann Michalik: Is it supposed to look like a kid's drawing?
- Chm. Mackay: Yes. It's part of its whimsy.
- Melissa Litton: Once it's reduced, it will fit on letterhead.
- Ann Ormond: Yes! Already spoken to Vicky Enright. It can also be used as a watermark.
- Joann Michalik: Logo/Theme needs to life, work and diversity.
- Chm. Mackay: Given the time frame we're facing given the May kick off and time for the artist to finish work, we have one week to get this done.
- Chm. Mackay: Asked that next full committee meeting be in one week – on April 21st. The purpose is to vote on logo with contingencies to make changes as need be prior to

kick off and to approve past meeting minutes. All agreed. Ann Ormond will send members a link to the meeting.

- Chairman MacKay asked for a motion to adjourn. Rich Padova moved; Buzz Stapczynski seconded. Meeting adjourned at 5:24 pm