



**375<sup>th</sup> Anniversary Committee  
Meeting Minutes  
May 19, 2021**

Chair MacKay called the meeting to order at 4:04 PM

Committee members present: Paul MacKay, Chair, Tom Adams, Clerk, Susan Pokress, Melissa Litton, Bill Pennington, Buzz Stapczynski, and Joann Michalik

Others present: Select Board Member, Alex Vispoli and Staff Liaison, Ann Ormond

Approval of Meeting Minutes - Chm. MacKay asked for an approval of the May 5<sup>th</sup> minutes. Buzz noted that there is one change to be made. The minutes should be changed to state The Park and not Central Park. With that change noted, a motion was made by Tom and seconded by Joann to approve the minutes. A roll call approval, unanimous vote was taken.

Chm. MacKay confirmed there were no guests on the call.

Chm. MacKay asked if the Committee had received any correspondence or citizen input. It was noted that none was received.

**Chm. MacKay:** Introduced Publicity subcommittee Chair Tom Adams for an update.

**Tom Adams:** Reviewed status of posts on the Andover Townie and his personal Face book page. Posts both announced the 375<sup>th</sup> and our: ***You've Been 375<sup>th</sup>d***. Also discussed difficulty uploading a similar press release on to the Andover Patch platform. Ann Ormond said to send it to her and she will attempt to have it uploaded. Joann Michalik asked about the follow up status of the 375<sup>th</sup> linking up through our web sites and social media. Joann had previously sent contact info to Tom. Tom responded that he would follow up immediately and keep Joann advised. Joann suggested we incorporate Instagram into our social media push. Chm. MacKay agreed. Tom further updated the committee on upcoming Andover Stories.

**Andover Stories** – The Townsman publishing dates (w/ 375<sup>th</sup> Theme Logo artwork): Don Robb (5/6); Sister Towns (5/13); Andover Anniversaries Past (late May/early June); Townsman will feature one (1) of Don Robb's past Andover Stories column on the first Thursday of each month for the balance of the

anniversary year; **Social Media:** posted “You’ve Been 375<sup>th</sup>” on Andover Townie and Tom Adams’ Facebook pages; reviewed status of the Sponsor Package.

Written a press release for **Andover Patch**. Ann will help get it uploaded to their web site.

**Fundraising:** Asked if there was a downside to setting up a “Go Fund Me” page to attract donors. Paul said it was worth looking into.

**ASTA/Sister Towns** – At Fred Snell’s invitation, Susan Pokress and I sat in on an ASTA Zoom call from England. Very enthusiastic about 375<sup>th</sup> and definitely want to participate either in person or virtually.

**Merchandising:** Ann Ormond reviewed this past week’s meeting with Andover Collection. Reviewed some of the merchandise under consideration including blankets, t-shirts. Vendor cited and has lots of ideas.

**Chm. MacKay** gave a Finance update.

**Chm. MacKay** Unspent funds (\$11K) from 2021’s cancelled Andover Days have been passed over to the 375<sup>th</sup>.

Joann Michalik gave a Fundraising Update.

**Joann Michalik:** Distributed list of companies in Andover to her team. Each team member will contact five (5) companies seeking donors & sponsors. The Rotary Club application is now complete. Suggested that each 375<sup>th</sup> committee member donate \$10 or more to help cover potential de-bugging costs with the new web site. August expenses will require a large amount of cash in the bank.

**Chm. MacKay:** Now has specific IRS requirements for making donations to the 375<sup>th</sup> tax deductible.

**Chm. MacKay:** Introduced Susie Pokress, Events sub-committee Chair for an update.

**Susan Pokress:** Confirmed that 375<sup>th</sup> lawn signs will be delivered this Friday, May 21<sup>st</sup> and that we have enough of the larger display signs and approval to install them.

The park for the Community Day event has been secured. The event will be held on 9/25 with a rain date of 9/26.

**Chm. MacKay:** Announced that the Community Days and Field of Dreams events will be combined. More cost effective to do together (large screen TV etc.). Have interest in partners signing up including Real Music along with martial arts and a tai chi.

Community day will also feature a laser light show put on by Destination Lightening.

A question was asked if event partners can do fundraising for their own local causes – e. g. AVIS selling hats. Susie said we could approve on a case-by-case basis.

Trolleys are being considered, depending on budgets, for transporting guests on historical tours around town.

**Chm. MacKay:** Said it made sense. Just get the detail of their cause.

**Bill Pennington:** suggested that a synopsis go onto a form. Chm. MacKay agreed.

Joann advised we can use “First Night” if we pay \$200. Consensus of committee was to pay the \$200. Chm. Mackay agreed.

The Memorial Hall Cookbook fundraiser has a “Free” page for 375<sup>th</sup> to fill. It needs to be written.

**Susan Pokress:** Looking at having a classic car show. Looking at later dates, perhaps next Fall or Spring 2022.

ASTA wants to work with 375<sup>th</sup>; may visit next May. Looking at the Andover Garden Club for Spring, 2022.

**Chm. MacKay:** called for a vote approving merging the Community Day and Field of Dreams events. Tom Adams so moved; Joann seconded. Vote passes unanimously.

**Chm. MacKay:** called for a vote approving the 375<sup>th</sup> securing license \$200 to use “First Night” for the “First Night Andover event and to also allow the sub-committee to finalize name and not come back to full committee. Susan Pokress so moved; Joann Michalik seconded. Infamously approved

**New Business - Melissa Litton:** Is working with ACE (the Andover Scarecrow/Halloween display folks) on a couple of events.

With no further business, Chm. MacKay called for a motion to adjourn. It was so moved by Buzz and seconded by Melissa. The meeting adjourned at 5:01 PM