

Ludlow, Ma250th Semi-Quincentennial Celebration

Meeting Minutes April 3, 2023

Ludlow High School

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2023 MAY -2 A 10:42

TOWN OF LUDLOW

1. Establish of Quorum/Roll Call
Committee members in attendance: Linda (Chapman) Collette, Kathy (Hurley) Ouimette, Elaine (Lewison) Hodgman, Bruce Durand, Paul Chrzan, Denise (Hurley) Zrakas, Bob Mishol, Anthony Curto
Guest in attendance: Dave Sady & Clarke Kennedy

2. Pledge of Allegiance
3. Approval of minutes from Marsh 23, 2022

Motion made by Bruce 2nd by Anthony..... **Motion Passed**

4. Paul Chrzan:
See sheet for events at Elks Club.
*Saturday April 22, 2023, at 5pm, Veterans Appreciation Dinner & Program

*Cruise Night at Elks Club July 18, 2023, will benefit the 250TH Committee will follow same format as last year

* Suggested Bruce to contact Hog River Dixie Land Band

* Possible Military band but this cannot be advertised for security reasons. Looking for a sponsor for them. Would need housing and food.

*Possible Flyover for parade must request this 90 days before event.

*Golf Tournament September 10, 2023, golf, meal etc. for \$90/\$100 per person. It's \$50 to \$60 for golf, profit would be about \$5/\$10 if we charge \$100 per person. The committee would have to sell this and discuss what to charge. Maximum people 140 which is 35/ 4somes. Possible car for hole in 1. No 50/50 raffle. All proceeds go to the 250th celebration committee. Possible to sell strings & mulligans. Paul handles sponsorships for golf. Would need 3 people to run the raffles at the tournament. 2 to 3 people on the course as officials. Sponsors for signs would be \$100.

* Next year 2024- Super Cruise Night possibly August 11, 2024, 12:00pm to 5pm. Elks have the bar and food. 250th could do raffle and have a band.

* Paul will sponsor a cruise night for the 250th celebration committee in 2024.

Unfinished Business

- Calendars after discussion at the March meeting it was determined this would not be good idea to go with. Committee too small, no money to be made from them. Bob made a motion to dissolve the Calendar Idea Bruce 2nd **Motion Passed**
Mike Tarby was very helpful in this process and the committee would like to thank him for his efforts.

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Treasurers Report

- No town treasurer yet. \$61,580.17 is the balance according to the Town report. \$1100 has been deposited but not yet posted. Will check on this monthly. The \$1100 came from Celebrate Ludlow. Received 2 checks for Friends of the 250th in the amount of \$20.24. These will be picked up by them moving forward, Val Mishol.

Chair Update

- Vote for new Officers
- Chair nominees were Linda Collette & Kathy Ouimette made by Elaine 2nd by Bob **Motion Passed**
- Secretary nominees were Anthony Curto made by Bruce 2nd by Regina..... **Motion Passed**
- Treasurer nominees were Denise made by Kathy 2nd by Bruce..... **Motion Passed**
- Ludlow Cleanup Day May 6, 2023. Eric Segundo and Board of selectman would like a bigger turnout. The town will provide gloves and trash bags. The groups will spread out to cover more areas. The event is from 9am to 1pm.
- Linda had a 1st Night meeting at her house and still needed more volunteers.
- Western Mass Pioneers Linda and Bruce went to their board meeting. They would like to work with the 250th committee. The committee could put 2 banners on the fences at their stadium with QR codes taking people to the webpage and events for the 250th committee. Need to let them know when our events are so they don't schedule games on those dates. Could hold movie night at the stadium, they have a beer and wine permit so they will assume liability. Use half the field, possible VIP section could have valet service. Could sell merchandise and popcorn. Library has license for movies could possibly partner up with them. Charge an amount per family.
- QR Code programmable for smart phones. Can have different links for different committees like 501c3, parade, 1st night etc. Personal QR tracker can tell what QR code was scanned and area it was scanned. And how much interest is being generated in events.

- Memorial Day Parade golf carts will be needed for Bob and Elaine. Need more marchers. Committee members will hand out candy. Motion was made to purchase candy for committee members by Anthony 2nd by Regina..... **Motion Passed**
- Clarke Kennedy will be handling website -social media. Will investigate the site to see if any changes are needed. Will join the committee and handle website and social media and videos trending. Media pushing things for 6 seconds, after 6 seconds not worth it. Make a video with people telling what they like about Ludlow. Create a separate email for people to send in videos.
- Dave Sady suggested contacting Mass Appeal 2 weeks before events to see if we can create some buzz.
- Dave – Clarke- Joe will put sponsors on social media sooner the better.
- Motion was made by Anthony to have Dave-Joe-Clarke handle social media /web page/emails.2nd by Bruce.....**Motion Passed**
- Lupa Zoo June 24, 2023, 250th event. Possible movies are Lion King or Zootopia. Working on developing committee relations. Need to create a flyer for this to post on social media. A family of 4 would cost \$25.00 and each additional member would be \$5.00. Start time would be 2pm. Could have food trucks and sell bottled water. All the money is to benefit the 250th celebration committee.
- Picnic has 16/20 members; they will be breaking out into sub committees at their next meeting to create a strategy plan to give to Kathy. They have created a challenge to send out 20 flyers for the \$20.24 campaign to 20 friends each.
- Need a budget for 1st night event and picnic.
- Adeline Bernard, class advisor for the class of 2024, is not very interested in helping. Need to look for another advisor.
- The picnic committee should march in the parade, possibly march in Memorial Day parade.
- 1st night not a lot of help yet. Want to make this a special event to kick off the year of celebration. Only 5 people are on the committee.

Events

- Possible sports night, write to the local sports team to see if they are willing to donate tickets or items we could raffle off.
- Contact Springfield Thunderbirds to see about holding a Ludlow night in 2023 & 2024.

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- See it the friends of the 250th can put together a New Years Eve Party
- Corn Hole Tournament, John D knows a guy that runs these events.
- 501C3 is working on several different fund raisers to help with parade sponsors.
- All committee members are asked to provide 2 raffle prizes when there are events with a raffle prize table. These can be donated from a company, restaurant, etc. or purchased by the committee member.

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Parade

- Has a budget of \$50,000. The budget was voted on and accepted by the parade committee at the last meeting. Aqua Spring Band cost \$ 8500, Mumpers possibly \$10,000. Holyoke Caledonia costs \$1000. No money should be taken from the parade budget.
- More sponsors mean less money spent from the parade budget.
- Parade committee has a new member Michael Cortina
- Peter Ostrowski is the contact person for DPW for parade and picnic.
- The shirt color for the parade committee was picked Highway safety green.
- Ribbons and trophies will be determined by the number of bands in the parade.
- House decorating contest Halloween/Christmas/ and 2024 parade looking for a committee. Fire hydrant painting will fall under house decorating committee. Folks will need to apply so folks need to go to vote.
- Christmas tree lighting Linda Belisle & Regina decorated this year. Bruce donated \$100 for decorations.
- Marshals need 22 marshals, 2 for each unit. Would like to recruit these from the High School along with banner carriers.
- Parade Registration the day of the parade will be handled by Lucy-Isabel-Regina. Will work together to keep this organized. Tell people what unit they are in and where to line up. Also hand out checks to the Musical acts Linda Collette and Kathy Ouimette will need a golf cart for the parade so they are not all sweaty for the picnic.
- Jeanne Boyer donated \$500 for little flags to be handed out on the parade route. Nixon Company in Indian Orchard can make flags with the 250th committee logo on them 500 flags for \$1150.00. Eric Segundo will donate American flags to be handed out along the route. The Nixon company can also make patches for the committee 100patches \$5.75 -101 to 249 patches for \$4.50 or 250+for \$3.00.
- April 29, 2023 is the dedication ceremony for the new Veterans Office in Ludlow. All committee members are encouraged to go.

Adjourn- Motion to adjourn was made at 8:45pm by Anthony 2nd by Elaine **Motion Passed**

Minutes respectfully submitted by Anthony T. Curto Secretary for the 250th Semi-Quincentennial Committee