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Celebrate Ludlow Meeting Minutes from November 3, 2025, Selectman's Conference Room at Town Hall

Committee Members: Linda Collette, Bruce Durand, Diane Walton, Lisa Martin, Eric Segundo, Melanie Trexlar, Kara Jorge, Derek DeBarge, Christopher Smith, Laurie Smith, Elaine Hodgman

Attendees: Linda Collette\*, Bruce Durand\*, Cheryl Lukas, Diane Walton\*, Christine Bassett, Joanna Stoeber (Rotary), Maria Crespo (Rotary), Tony Sanchez (Rotary), Danielle Gotta (Keystone Commons), Ray Vigneault (Playnow!)

Meeting called to order at 6:01

Acceptance of meeting minutes from October 16<sup>th</sup>, motion to accept from Bruce Durand, 2<sup>nd</sup> by Linda Collette.

#### Light Up Ludlow update (Linda)

**Tree set up date is Saturday, November 22<sup>nd</sup> at 8:00 a.m. Please show up to help.**

#### Advertising-

Facebook – Tree lighting event has been posted on FB. Please like it, share it, comment on it and go to the event to share and invite your FB friends. We all need to promote this event.

Banner will be ordered from Chuck's Signs, hung by DPW when it arrives at the Ludlow Bridge.

Flyers- some flyers have been posted at town hall on upcoming events bulletin board and in several town hall offices (Selectman's, Tax Collector, and Clerk's), at the DPW, and various places around town. Linda printed up 75+ flyers and 100+ ½ page flyers to leave around town, and asked all to post and get the word out about this event. Also gave out Breakfast with Santa flyers. Linda laminated 3 sets of flyers and posted them at the Riverwalk. The Hubbard Memorial Library has the ½ page flyers to hand out to patrons when they check out.

Mass Appeal – Linda Collette and Kevin Vestal will appear on the WWLP Channel 22 show on November 17<sup>th</sup>.

Ludlow Public Schools – both flyers have been sent to the Superintendent to be placed in the virtual backpacks.

#### Toys for Tots update (Maria Crespo)

Maria has obtained the Toys for Tots cardboard bins and will get them out to various places around town. Ryan Howe and the American Legion will assist the Rotary in gathering/collecting the toys to be delivered to Town Hall on 11/30. The U.S. Marines will be on hand for the tree lighting event.

Music- Maria Crespo had contacted Kevin McAvoy (Choir Director) about the LHS Choir performing on 11/30 and they are already rehearsing for this event. Linda also reached out the Mr. McAvoy about the children performing Christmas carols after the LHS Choir concludes their performance. The children's groups that will sing carols are, The boy scouts 1774, girl scouts, Ludlow Hockey Assn., and the Ludlow Youth Soccer Assn.

Christine Bassett has secured the microphone and speakers from the Veteran's Dept. for this event. She will get them delivered to town hall on 11/30 before the 4:00 start to test them and make sure they're working perfectly.

**Buy an Ornament** –

We've got 2 dates available to sell the personalized ornaments at Randall's Farm! - Saturday November 15<sup>th</sup> and the 22<sup>nd</sup> from 11-4. We need help with this. We'll have to set up a table, tablecloth and a small Christmas tree to show off the ornaments and how they can be personalized. We'll use the large poster board and easel we already have. They sell for \$5 each. We'll also share this space and time to sell the Breakfast with Santa tickets. Please reach out to Linda 413-427-3072 and/or Bruce 413-563-1057 to offer your time to help sell.

**Outdoor Décor** - Still need some help in making, painting and creating outdoor décor for town hall area. Time is running out and your help is needed. So far we've got 5 gingerbread people being painted by a friend of Linda's.

Linda has been painting signs for the booth spaces, a Hot Cocoa one and a Santa's workshop one. Working on a Popcorn sign.

Ryan Howe and the American Legion post 52 have been hard at work creating a very large Toys for Tots red train – exactly like their logo. They will set up on November 22<sup>nd</sup> when we decorate the town hall yard for the big day.

Mailbox – Joanna Stoeber and friend have graciously donated their time and materials to create a large wooden mailbox. A letters to Santa mailbox to be more specific! They are also creating/printing up some really great Santa letters for children to fill out. This mailbox will be placed on the front steps of town hall. Thank you, ladies! We're looking forward to seeing this awesome creation.

Lollipops- made from pool noodles still need to be made. Linda has the pool noodles and tape to make them look striped. They will need to be put on a mop handle, available at Dollar Store. We can make about 6 of them. We'll also need that clear plastic wrap to cover them with to look like a lollipop wrapper. Please offer to make this and pick up the necessary items to complete. Cost is estimated to be about \$15-20. See Linda with an offer to make these please!

**Crafts**- We have a couple of make and take crafts for kids and families to make. They are:

Reindeer food – sponsored by the Girl Scouts

Decorate a cookie – sponsored by Big Y

Snowman measuring stick – sponsored by Keystone Commons

Coloring pages contest – sponsored by the Celebrate Ludlow Committee

If anyone has other ideas and supplies, please let us know. We could use 1-2 more little projects. We also need 1-2 members to assist in the craft area. Please help if you can.

**Food**- Two food trucks are coming, and the kettle popcorn vendor. Ludlow CARES providing cocoa, Big Y cookies, and regular popcorn available.

**Characters**- Elsa, Ana, and Spiderman. Looking for an elf.

**Town wide décor** – Need some help in getting the 5-6 granite planters on East Street cleaned up a bit and decorated. We might still have some red velvet bows and poinsettias stored in the shed. Also, the planters located on the triangle by the fire dept. need to be picked up and stored in the shed until spring. Some can be decorated with winter type things. The trough in front of the Police Dept. could use some sprucing up as well. Please see Diane Walton about helping out.

**Tree Set up**- Saturday, November 22<sup>nd</sup> at 8:00 a.m. at Town Hall. We need your help!

Also, the smaller tree needs to be set up and lights put on it at the Library. This shouldn't take more than an hour or so. Help is needed for this too. Please park at town hall large parking lot area.

**NOTE: The Friends of Ludlow Animal Control will be hosting a great take your picture with Santa and your pet on Saturday, November 22<sup>nd</sup> at Town Hall from 12-4:00. Please leave ample parking space for people participating in this awesome event as they will be entering in the back door and leaving on the side door.**

Motion to adjourn @ 7:15 by Bruce Durand, seconded by Linda Collette. Motion passed.

**Next meetings: Monday, November 17<sup>th</sup> at Town Hall, Selectman's Conference Room at 6:00**

**December 1<sup>st</sup> at Town hall, Selectman's Conference Room at 6:00** - This meeting will be a (hopefully) quick debrief of the Light Up Ludlow event.

We'll take a much needed break for awhile and resume meetings in March or April, meeting the first Monday of the month. As we prepare for Falling Into Fun in October, we'll meet twice monthly as in the past or as needed and decided upon.

**Reminders:**

Please post the flyers we all received around town and wherever people will see it.

Please like and share our event posted on Facebook. Get the word out there. Invite your friends and neighbors, bring your family and friends!

**Pancake Breakfast with Santa** – November 30 at Harris Brook Elementary School. Two seatings, 8:30 and 10:00. Tickets are only \$5 for children, and \$7 for adults. Tickets are for sale at Playnow toy store in the Big Y plaza and will also be for sale on Saturday, November 15 and 22 at Randall's Farm from 11-4:00.

Dine out for a Cause at the Villa Rose is set for February 4<sup>th</sup> and August 5<sup>th</sup>.

Respectfully submitted by Linda Collette