

# May 19, 2025 Celebrate Ludlow Meeting Minutes

Town Hall, Selectman's Conference Room

Attendees: Linda Collette, Bruce Durand, Maureen Beauregard, Diane Walton, Cheryl Lukas, Sue Corjay, Elaine Hodgman, Robert Haryasz, Laurie Smith, Christopher Smith, Beth Liberty, Nira Flatley, Cindy Fuller, Ron Saloio, Jennifer Duncan

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TOWN OF LUDLOW

Meeting called to order at 6:00 p.m. Pledge of Allegiance.

Discussion of a name change for Celebrate Ludlow Committee to show a fresh start, new and excited committee and events. In the past, CL had one event. This committee and volunteers have expressed doing more to celebrate our town. Ideas for a new name tossed out at this meeting are listed below (and feel free to think of more before the next meeting):

"Experience Ludlow" - Bruce Durand  
"Let's Celebrate Ludlow" - Sue Corjay  
"Explore Ludlow" - Sue Corjay  
"Love Our Ludlow" - Elaine Hodgman  
"Celebrating Ludlow" - Linda Collette

Discussion of events and subcommittees to chair each event -

**"Falling Into Fun" – an annual event that would fall on the first Saturday of the month of October.**

Musical entertainment for this event would definitely be needed as a draw. The CCG band is available for \$500. Kingdom of Jones typically costs about the same. Both bands are Ludlow guys and will usually give a discounted rate at around the \$500-600 range. Two bands is all that's needed for a one-day event and would play in the gazebo.

The cost of advertising was discussed. Signage to promote this event could be created to use every year and just change the number of the date on signs and banners. A large banner 4' x 16' would show the soon to be created brand logo and name and the date. One banner would be hung at the Ludlow Putt's Bridge, and a smaller one at the entrance to the Mass Turnpike. 4' x 10'. Banners made through the Sheriff's Department would cost approximately \$320. These could be used yearly as well.

Lawn signs (to be used every year) are approximately \$400 for 100 signs from Dope marketing. The company needs art ready pdf files, and take approximately 3-4 weeks to arrive. Proofing and the back and forth takes some time.

Flyers to post around town and elsewhere should also be created and posted by all committee members. The cost of producing them would cost about \$30.

Radio advertising has been done in the past with WARE 97.7 A live broadcast would cost about \$800-\$900. Radio ad spots run about \$200-300.

Total advertising for an event like this would cost about \$1K at minimum, however much of that can be used for future events.

Creating a contract for vendors is needed. Advertising for vendors can be done free on Facebook. There are a few local Western Mass sites to post to and a flyer created to post is needed. We're behind in getting this out so it should be done asap. A couple of volunteers are needed to monitor an e-mail account. The Ludlow 250<sup>th</sup> website is still running and paid for until the end of the year, so CL could use that site to post to, however it also needs monitoring. This committee agreed to have amusements, craft vendors, food vendors, musical entertainment, kids games. Craft vendor spaces will be 10x10 at a cost of \$40.00, and create spaces for about 65 vendors. Non profits can attend as well.

**\*\* NOTE\*\*** A letter was sent to the BOS for permission and support of this Fall event on October 4, 2025 in the park, Linda presented at the 5-20-25 BOS meeting and it was approved.

Cheryl Lucas has offered to create flyers for us. Linda will supply her with details and she will work on a flyer! Thank you, Cheryl.

**“Light Up Ludlow” - name of the tree lighting event, to be held annually at town hall. This tree lighting would most likely take place on the Saturday or Sunday after Thanksgiving and advertised as such going forward.**

The Ludlow 250<sup>th</sup> Celebration Committee purchased a 22' tree to be displayed at the side lawn of Town Hall. Also, a 6' wreath to be hung between the pillars at Town Hall, and 4 large garlands to be hung across the streets throughout town. We would work with the DPW (which is already in the works) on this as well as many volunteers. The décor would need to be set up 7-10 days prior to the actual lighting, on a weekend when the many volunteers needed would get together to set it all up.

This event would definitely need to have a sub-committee as well, and many volunteers will be needed to create a memorable event for this year and annually. This committee would need to be created asap and consist of approximately 5-10 members. Ideally, we would want to include all of the Ludlow civic groups, schools, and business as well for a totally inclusive town wide annual event. Set up of fun events for families and children to do while at the tree lighting. A visit with Santa, working with LHS chorus and maybe band, etc.

**Garden Club** - We had the pleasure of Nira Flatley and Beth Liberty join us at this meeting with interest in creating / joining a garden club! They are interested in a fun plant swap event, maybe gardening tips and hopefully much more. We definitely need some volunteers to help with beautification too, which would include the granite planters on East Street, planters (4) around the gazebo and the flowerbeds in the gazebo park area, and anywhere else this garden club would like to create and maintain. We asked these ladies to try to get others involved and create a sub committee. We're excited to hear what their plans are! Thank you Beth and Nira for your interest.

Laurie Smith mentioned that if the committee wishes to change the name of the committee and/or change things going forward, the bylaws will need to be amended. Linda asked for a copy of the bylaws and mission statement as no one else in attendance knew that the Celebrate Ludlow Committee have bylaws. Once they are obtained we can review and discuss, make changes if needed.

**Fundraising** - this committee will need to discuss fundraising. We will receive \$5k soon, however that will not be enough to cover future events. Let's think about fundraiser events that will bring in money for the upcoming events. Sue Corjay has a couple of ideas that she would like to discuss at the next meeting.

A list was passed around for volunteers and committee members (\*) to jot down what events ad or subcommittees they would like to work on and help out with. The information is as follows:

- Laurie Smith - helper with all things!
- Chris Smith - help with events, photography
- Linda Collette – Falling Into Fun organization, Light Up Ludlow, and anything else this committee commits to
- Maureen Beauregard - Fall event, possibly more
- Elaine Hodgman -
- Bruce Durand - Falling Into Fun, Light Up Ludlow, Breakfast w/ Santa, Halloween & Christmas Home decorating contests
- Diane Walton – fundraising, advertising, Falling Into Fun non-profit groups

Volunteers:

Ron Saloio - setting up, cleaning up, general helping out (on 10/4 will not be available, but will assist on helping out before and afterwards)  
Cindy Fuller - will volunteer whenever she can, vendors  
Sue Corjay - fundraising  
Cheryl Lucas – graphics, creating flyers, banners, media, photography, proofing, etc.  
Jennifer Duncan - fundraising, advertising, assisting with emails  
Robert Haryasz – will help wherever needed, vendors at craft show for 10-4-25 event

**June meetings are June 2 and 16, at 6:00 in the Selectman's conference room at Town Hall.**

**July meetings are July 7 and 21, at 6:00 in the Selectman's conference room at Town Hall.**

Respectfully submitted by Linda Collette