

# June 2, 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, Christopher Smith\*, Ron Saloio

(\* official committee member)

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

REMINDER - This committee conducts business by the Massachusetts Open Meeting Law rules. Agendas and Meeting Minutes need to be posted. We have been unable to vote on accepting meeting minutes and other things because we have not had enough official members present to have a quorum to vote. If you are an official member of this committee and cannot attend meeting or no longer wish to attend, please send a letter of resignation to the Board of Selectman. Thank you.

Discussion of a name change for Celebrate Ludlow Committee to show a fresh start, new and excited committee and events. We'll send out a vote by email to get a sense of what, if any, name change to this committee. As previously stated, we have to get going on the Falling Into Fun event and will need the official name on contracts, posters, banners, etc. Linda will send out an email to the committee members and to those who attend our meetings and volunteer, asking for folks to vote on a name change (or stay the same).

"Let's Celebrate Ludlow", "Celebrating Ludlow", "Ludlow Celebrations" seemed to be most popular new name suggestions. No name change is also an option. Please vote when you receive the email. We will share the results at the next meeting.

**"Falling Into Fun"** – an annual event that would fall on the first Saturday of the month of October has been approved by the BOS for Saturday, October 4, 2025.

Musical entertainment for this event is in the works. Linda secured the CCG band and AccousticA!, both are Ludlow bands.

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 5' 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 12'. Banners made through the Sheriff's Department would cost approximately \$320. These could be used yearly. Cheryl Lukas mentioned that she would look into Roberts/Ludlow Printing for pricing 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. Cheryl Lukas will create the artwork for banners, and lawn signs, as well as flyers.

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 \$30-50.

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. It has not yet been determined if radio advertising will be done.

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

A contract for the fall event vendors was created by Linda (which is the vendor contract that the Ludlow 250<sup>th</sup> Celebration Committee used, just tweaked with the CL name). While this committee is still trying to determine IF the name will change, the vendor application form must be posted and advertised sooner than later. We are late in getting this advertised as it is so we need to move forward.

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. The contract asks all vendors to advertise on their social media as well. 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 if this committee doesn't have a website, 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. Robert has agreed to assist in the vendor part of this event which includes receiving application forms, monitoring e-mail, and placement of vendors. Thank you, Robert!!

Cheryl Lukas had offered to create flyers for the October Falling Into Fun event. Cheryl created 4 really great flyers to view, and she changed the name of it to "Fall Into Fun" on her flyers. Several committee members want it to be Falling Into Fun as originally talked about and previously used in town. She will add some more information/details that was provided to her at this meeting. Thank you, Cheryl.

**Garden Club** - Nira Flatley and Beth Liberty joined us at a previous meeting to discuss a garden club, however they notified this committee that they were not interested in actually starting a club, but rather wanted to participate in garden club-like events. We definitely need some volunteers to help with beautification, 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 a garden club subcommittee would like to create and maintain. Maureen Beauregard and Diane Walton stepped up and offered to work together on this. We're excited to hear what their plans are! Thank you, Diane and Maureen for getting this started.

Previously 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 from the Clerk's office, however no official bylaws for this committee could be found. Once, or if, they are obtained, we can review and discuss, make changes if needed.

**Fundraising** - this committee will need to continue to discuss fundraising. We will receive \$5k soon, however that will not be enough to cover future events.

Sue Corjay has offered her skincare business as a fundraiser, giving her commission back to the committee. All members would be asked to sell the products online for a specific time frame and she would give the committee a check for the percentage sold. People in attendance wanted to look into this further on their own time and discuss later.

**Villa Rose Dine-In 20% back** - Linda called the Villa Rose and there are NO more available dates in 2025. However, we will be able to book 2 dates in 2026 for future Dine-In dates sometime in July-August.

There might be dates for Vanished Valley, however they run their dine in program differently than Villa Rose. Crazy Jakes in Wilbraham and UNO's on Boston Road in Springfield also do a dine in for a cause program. Committee members and volunteers are free to inquire with these establishments for open dates and report back to this committee.

A calendar fundraiser was mentioned at a prior meeting and again this evening. Discussion about the cost of creating this, maintain and tracking, selling, etc. It was determined that such a fundraiser will not be good at this time due to the lack of time left in the year, as well as the work involved in doing this with a small group.

We will need to seek donations from local businesses, banks, etc. very soon so that we can move forward with events.

Motion to adjourn at 8:03 by Bruce Durand, seconded by Maureen Beauregard. All in favor, motion passed. Meeting adjourned at 8:03

Respectfully submitted by Linda Collette

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