

Celebrate Ludlow Committee Meeting Minutes of Monday, June 16, 2025

6:00 p.m. , Ludlow Town Hall, Hearing Room 1

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

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TOWN CLERK'S OFFICE

Attendees: Laurie Smith*, Linda Collette*, Bruce Durand*, Elaine Hodgman*
Volunteers and guests: Ryan Howe (American Legion), Sue Corjay, Christine Bassett (Veteran's Center, proxy for Eric Segundo), Cheryl Lukas, Robert Haryasz

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Absent Committee members: Lisa Martin, Eric Segundo, Melanie Trexlar, Kara Jorge, Derek DeBarge, Diane Walton, Christopher Smith

Meeting minutes from June 2 meeting were sent to all before the last meeting. We could not officially approve the minutes by vote due to not having a quorum, again. All in attendance agreed that the minutes captured everything we had discussed.

Celebrate Ludlow possible name change – for those who took the time to reply to the email sent out, 4 possible names were suggested and there was a 4-way tie, then more volunteers chimed in with a vote and it seems that Ludlow Celebrations was a top vote getter, however this will continue to be tabled. More discussion was had about a name change and a brand/logo, which Cheryl Lukas is working on using the Ludlow 250th logo and changing it a bit. This is still in discussion stages.

Sue Corjay further discussed the possibility of a fundraiser of LimeLife by Alcone skincare products. If the committee members decide to try this and sell the product sometime in late summer (2 weeks), Sue will donate 20% of the sales to this committee. Some in attendance were not interested in this while others will be willing to try to sell.

Garden Club update- Maureen Beauregard and Diane Walton were not in attendance so we'll wait to hear about this at the next meeting.

Note: Maureen Beauregard has sent a letter to the BOS resigning as a committee member, however, she is willing to assist if she can during CL events. We thank her for all of her dedication and help on this CL Committee!

Town Tree Lighting / aka: "Light Up Ludlow" Linda had contacted all BOS members a few weeks ago to ask again about the date of the tree lighting event and it will be on the Sunday of the week of Thanksgiving this year this will continue to be the Sunday after Thanksgiving going forward A subcommittee will continue to be formed, notice to all social groups and organizations will be invited to participate and attend meetings to get this going very soon. Most likely by the first or second week of July.

Home Decorating Contests (Halloween and Christmas). The Memorial Day Parade Committee wanted to continue with these 2 contests, however they decided that they may not want to do it this year as parade committee members, others want to continue it. Bruce Durand talked about keeping it going, hopefully by this groups help in getting the contests advertised and judged. Getting the townspeople involved in voting via social media polls/votes was well received as was possibly adding more categories. Bruce will continue to discuss this with the Memorial Day parade committee and get back to this group with updates.

Falling Into Fun! - October 4, 2025 is already in the works and we have much to do to be successful. The craft vendor applications are going out to those requesting one and so far, we've received about 15 with payment.

Linda reached out to the new town treasurer, and we can just deposit the checks through the town and to our account. This also brings up the fact that we need to have a Treasurer asap!!

Cheryl Lukas has designed a great flyer for us, as well as banners and yard signs. We'll use these going forward for our advertising Falling Into Fun event. We should have this advertising ready to go before Labor Day and lawn signs will need to be ordered in August as they take about 3 weeks to get produced, and sent from Dope Marketing, which averages about \$4.00 per lawn sign when 100 are ordered. Thank you to Cheryl for creating a great advertisement. Once the artwork is completed, we can have banners printed in August to be ready to hang in early September.

Assign tasks – next meeting we will have to assign tasks for members to do for Falling Into Fun. Everyone will need to not only pitch in and have a task or two, but also solicit help from friends and family to assist! We'll need help with the craft vendors with getting them unloaded and parked. This is a list of tasks. If anything, else is needed that we didn't list here, please speak up at the next meeting on July 7th. Anything with a ?? still needs to be assigned.

Craft Vendors - Linda, Bruce and Bob

Food Vendors- ??

Porta-Potty rentals – ??

Music and entertainment – Linda and ?? Note: CCG Band and AcousticCA have been secured to perform..

Kid's Corner – ??

Celebrate Ludlow booths - Everyone will be needed to help out for a few hours throughout the day/evening

Police/Fire/DPW - Linda and Bruce

Parking Lots (vendors)- Mason's and American Legion

Advertising and Social Media - ??

QR Code on flyers to be created - ??

Sponsorship requests to be sent - ??

Laurie Smith sent an email to BOS that she is resigning as Celebrate Ludlow Chairwoman, and will stay on the committee. Thank you to Laurie for her many years of hard work and dedication as Chair of Celebrate Ludlow!

Motion to adjourn the meeting by Bruce Durand, seconded by Linda Collette at 7:50 p.m.

NOTE:

Please go to the Celebrate Ludlow Facebook page and "Like" it if you haven't already done so. Also, please invite friends and family, neighbors, etc. to Like and follow the FB page. We will all need to advertise and share our events on our social media pages! Thank you.

Respectfully submitted by Linda Collette