



Celebrate Ludlow Meeting Minutes for October 19, 2026

Meeting held at Ludlow town hall, 5:30 p.m., Selectman's Conference Room

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TOWN OF LUDLOW

Committee Members: Linda Collette, Robert Haryasz, Ron Saloio, Michael Bettencourt, Christine Bassett, Joanna Stoeber, Cheryl Lukas

Attendees: Linda Collette, Robert Haryasz, Ron Saloio, Cheryl Lukas, Christine Bassett, Michael Bettencourt.

Meeting called to order at 5:33 p.m.

Roll Call, Pledge of Allegiance

1. Approval of minutes for 10-5-26 meeting. Motion made by Bob, 2nd by Michael. All in favor, motion passed.
2. Boys & Girls Club Rag Shag Parade on October 30th – we will pass out the candy bags to the children. We will meet at the Club (park in the back lot) at around 5:30. We'll also distribute the Light Up Ludlow ½ page flyers to parents and talk about the tree lighting and pancake breakfast events.
3. Friends of Celebrate Ludlow will host Frank Santos, Jr. hypnotist on Friday, November 6th at Polish American Citizen's Club. Selling in advance is crucial so get your 20 tickets sold!! Please send a text message to your family and friends to help sell these tickets. We are only a couple of weeks away.
4. Dine out fundraiser at The Local in Wilbraham September 23rd from 4-8. Linda followed up with them to inquire about the amount to be donated. The manager got back to Linda a few days later, the amount is about \$244.00
5. Light Up Ludlow update – Linda - Linda picked up a \$100 gift card from Job Lot, bought new wreaths and bows for town hall. The old ones were unusable and falling apart.
Shed- Linda and Kevin C. cleaned it out a bit, and Joanna and Bob assisted as well. Linda and Kevin painted the first 8 feet of the shed walls, ceiling and floors to get ready for the visit with Santa area. New storage shelving was built and installed. Linda reorganized and put things away. Linda is gathering things to make the shed area a den for Santa. Lots to get done still, but it's on its way.

Cheryl updated the Light Up Ludlow flyer with correct date. Linda printed out copies to be distributed around town and printed ½ page ones to pass out at the two Trunk-or-Treat events in town. Half page tree lighting, the back side pancake breakfast events. Linda will drop off some to the library.

Linda is working with the town's PR firm to get information to them about this event and with Kevin Flanders from The Register. The Rotary is still going to take the lead for the Toys for Tots at our tree lighting event. Joanna is working with them on the details and getting them all of the information needed for November 29th. We received word that Maria Crespo from the Rotary got the Toys for Tots collection boxes and has distributed them around town. It is also up to the Rotary to get the word out about the toy collection and their part in the tree lighting event. They will be responsible for getting a prize basket together and raffle tickets. Everyone who brings a toy with them to the tree lighting will receive a ticket for a chance to win the gift basket.

So far, the following vendors will be with us: Ludlow Coffee, Patty Cakes gourmet cupcakes, Taylor the Baker, Grilled Fanta food truck, Scouts selling wreaths, Bob Boduch selling birdhouses, Echo Valley Laser crafts with Ludlow inspired ornaments and laser crafts/gifts, crochets items and 3-d printed items, Berkshire kettle corn, and maybe 1-2 more.

PA system – we discussed needing a PA system so we can play some background Christmas music and have microphones for the carolers. Ron will look into pricing for a decent PA system for us. Note, they are not cheap. We may need to consider renting one vs buying one for one day a year, and storing it safely.

Tree set up is set for Saturday, November 21 at 8:00 a.m. Linda will set this up with the DPW to bring the tree parts from our storage container to the town hall. **All hands on deck are needed.** Please get some extra helpers and bring them with you. We need to set up the tree, get the yard set up with the booths, and get the solar lights out there to create excitement. We also will put out all of the outdoor décor at town hall, the candy canes, wreaths on shed doors, signs on sheds, etc.

6. Banners – needed for Light Up Ludlow. Cheryl created 2 of them, she and Linda got them ordered and they should arrive by October 29th. They will be placed at the town hall and at the MassPike entrance areas.
7. Breakfast with Santa update- Cheryl changed the date and time on tickets, and Linda printed and numbered them. We all need to sell these too. Mention of selling them and the ball ornaments at Randall's Farm some Saturday and Sunday well before the tree lighting was mentioned and on 10- 14 and again on 10-25, Linda set an email to Karen and Ana Randall, but still no answer. Please keep your morning and some afternoon time free to participate in this and help out, as we're fairly certain the Randall's will allow us to be there!

Linda sent a Ludlow Public School building use form to Harris Brook Elementary School for use of the building, cafeteria, kitchen and library to the HBES principal for approval a few weeks ago and it was approved.

Ray Vigneault – owner of Playnow! toy store in the Big Y plaza, sells the tickets for us at his store in Ludlow. Linda printed and numbered them and delivered to Ray. Linda will laminate the flyers for his store. Once the flyers are ready, Linda will print them for our next meeting on the 2nd of November and we'll all take at least 10-15 tickets to sell for the pancake breakfast. Please copy/paste the Light Up Ludlow and Pancake Breakfast with Santa flyers on your social media page.

Motion to adjourn at 6:50 by Bob, 2nd by Chrissy. All in favor, motion passed.

Next meeting: November 2nd and 16th and December 7th.

Please sell those hypnotist tickets!! Carry them with you and talk it up. Ask everyone to buy. 🌀