

MINUTES OF THE
275th Anniversary Commission

January 22, 2025

The 275th Anniversary Commission held a regular meeting on Wednesday, January 22, 2025 at the Salem Senior Center, 1 Sally Sweet's Way, Salem, NH.

Committee Members Present: Joe Sweeney, Juliann Isabelle, Crayton Brubaker, Cindi Woodbury, Cathy Ann Stacey, Larry Seaman, Rob Hannon, Tom Giarrosso, Aaron Shamshoyan, Rachel Hill, Pam Russell, Mike Banks, Susan Mothon

Additional Guests Present: Georgia Brust, Dianne Wright, Adam Hoffman, Doug Wood

Committee Members Absent: Marco Abreu, Joel Dolan

The meeting was called to order at 6:00 pm.

1. Chair Comments

None.

2. Discussion on Bicentennial Lafayette Event in June 2025

Adam Hoffman and Doug Wood discussed the bicentennial Lafayette event and history of his organization, the American Friends of Lafayette. This would be a part of a replication of events of Lafayette visiting NH, including coming through Salem on horse, on June 21, 2025. The organization provides horse and buggy and interpreter. Mr. Hoffman discussed his organization's interest in using the Field of Dreams as a potential area to re-enact the events in Salem. The Commission discussed the timeline and logistics of the potential event for Salem; the event would take approximately an hour. Mr. Hannon noted that the Field of Dreams board would likely generally in favor of the event, and he asked Mr. Hoffman to send a narrative to him by email. The event is a part of a larger tour in MA and NH, the approximate stop time in Salem would be 2:45 pm.

Adam Hoffman and Doug Wood left the meeting at 6:27 pm.

The Commission discussed potential concert to pair with this event. This would need to be coordinated with Field of Dreams.

3. Approval of Minutes

MOTION BY: Crayton Brubaker

Move to approve the November 6, 2024 minutes as amended to include Susan Mothon's name as being present and a part of the scavenger hunt group.

SECOND BY: Aaron Shamshoyan

VOTE: 13-0

The motion passed unanimously.

4. Promotional Material Development Update

Ms. Isabelle discussed promotional materials that she has developed for a calendar / list of events and what she plans to put on the website. She discussed a potential photography or letter writing contest. The Commission discussed the events on the list.

Mr. Shamshoyan reminded the Commission members to look at and share the Commission Facebook page.

5. Updates Since Last Meeting

a. Fundraising / Finance Subgroup Update

Mr. Sweeney discussed the tax-deductible designation regarding donations to the Town. A donation to the Town could be considered a donation under IRS section 170 c 1. Mr. Sweeney noted that he put a note / disclaimer on the fundraising flyer for people to consult with their tax advisor.

b. "Salembration" Subgroup Update

Mr. Hannon noted that Ashley Wineland and George Williams are booked for the event. These cost approximately \$3,600. Mr. Hannon noted that there will be four characters that will come to the event. There will be a petting zoo, a face painter, and refreshments at the event. There will be seven inflatable bounce houses and obstacle courses at the Field of Dreams.

There will be twelve food trucks. There will be a historical re-enactment at the event with a group from Derry; this is not a war re-enactment; it is a re-enactment of how the people used to live. The group will arrive on August 8 and be there overnight. There will be a wooden spoon maker, a blacksmith, and a chocolatier.

There will be DPW, Fire, and Police at the event. There will be a dunk tank. There will be historic displays at the library. There will be a jazz band and a car show.

Mr. Hannon mentioned the possibility of a beer garden at the Field of Dreams. There will be specific designated areas for handicapped parking and shuttles or golf carts to move people along Geremonty Drive.

The Commission discussed formal proclamations from the governor, house of representatives, and senate and potential read off of those proclamations as a part of the event. Mr. Sweeney will follow through with reaching out to the various dignitaries.

c. Scavenger Hunt Subgroup Update

Ms. Russell discussed the development of the 75 scavenger hunt questions. It is due on July 4, 2025.

6. Sponsorships, Banners, License Plates, Merchandise Store

Ms. Isabelle mentioned the license plates and that her and Mr. Brubaker will meet with the Finance Director to clarify the process of what selling the license plates will look like.

Mr. Shamshoyan discussed the merchandise store logistics. It will cost \$500 to host and maintain for the year. The Town will receive a portion of the revenue from the sales. The Town will receive a check monthly. There will be a certain amount of pre-buying of items. Mr. Shamshoyan discussed the clothing and other materials that will be available, including shirts, hoodies, glasses, etc. The clothing will be shipped to the customer. The other items will need to be picked up and anything that is sold at a pre-sale will need to be picked up.

The Commission discussed the 275 commemorative license plates will be purchased and made available for sale. The license plates will be sold for \$50 each.

Banners will be sold for \$500 each. Mr. Shamshoyan discussed a timeframe for when the banners will be up. The Commission decided to have two-sided banners with the same thing on each side. Ms. Isabelle discussed the areas where the banners will be – in the Depot and along Veteran's Memorial Parkway.

Mr. Sweeney and Ms. Isabelle discussed putting the sponsorship flyer information on the website and clarify how people can donate, whether just by check or if an online option is possible. Ms. Isabelle will discuss with the Finance Director and follow up with Mr. Sweeney.

Ms. Woodbury discussed Commission members going to local clubs and groups to discuss the sponsorship flyer. Mr. Seaman noted that we should work on this quickly. The group discussed going out to the various veterans groups, civic clubs, etc. Mr. Sweeney will draft a list and distribute to the group.

Ms. Stacey discussed a physical 275th celebration book listing the celebrations and sponsorships. The Commission discussed a brochure for day of Salembation events.

Next Meeting – Wednesday, February 26th - 6pm at Ingram Senior Center.

MOTION BY: Aaron Shamshoyan

Move to adjourn at 7:39 pm.

SECOND BY: Juliann Isabelle

VOTE: 13-0

The motion passed unanimously.

ADJOURNMENT AT 7:39 PM.

Notes/minutes taken by: Crayton Brubaker