

**MINUTES OF THE
275th Anniversary Commission**

April 22, 2025

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

Committee Members Present: Joe Sweeney, Juliann Isabelle, John Vogl (for Crayton Brubaker), Cindi Woodbury, Cathy Ann Stacey, Rob Hannon, Tom Giarrosso, Aaron Shamshoyan, Susan Mothon, Rachel Hill, Pam Russell

Committee Members Absent: Marco Abreu, Joel Dolan, Pat Good, Mike Banks

The meeting was called to order at 6:03 pm.

1. Chair Comments

None.

2. Review of Minutes

MOTION BY: Joe Sweeney

*MOTION BY: Joe Sweeney
Move to approve the March 26, 2025 minutes as printed.*

SECOND BY: Aaron Shamshoyan

VOTE: 8-0-3 (Mr Sweeney, Mr Vogl and Ms Stacey abstained).

The motion passed.

3. Guest = Women's Club = Patti Drelick

Patti Drellick explained that the Salem women's club was asked to remake the 'Salemopoly' game that was last prepared for the 250th anniversary. The game is a Salem-based re-creation of the traditional Monopoly game. She said the club discussed the idea, did some research, and was willing to try a new edition. The costs to produce are high and the club will need to raise roughly \$30,000 to start production. Funds will come from the sale of board spaces and/or cards. She said the early interest has been high and they already received commitments from 3 vendors. She expects this will be a successful venture. They need a minimum of 40 sponsors. The intent is to sell games to the public for \$25. Ms Drellick asked for specific help with marketing and social media. All committee members were supportive of the idea and offered to help promote the effort.

Rob Hannon addressed events at the Field of Dreams. The Friends are inviting non-profit organizations to host 10'x10' tables at their upcoming summer concerts and movie nights. The Women's Club is eligible. The goal is to get the community more involved in park activities. He said that the Field of Dreams Board is working on the necessary permits for Salembration and that they will be covering the permit fees.

4. Sponsorships Update

1 Joe Sweeney presented an update from Georgia Brust. She has reached out to 30 businesses with
2 sponsorship invites. She has obtained commitments for 6 banners from 5 businesses and is
3 waiting to hear from the rest. Joe Sweeney reported he has reached out to 14 businesses and
4 each will be getting back to him with sponsor commitments at some level. Most are at either the
5 Founders or Colonial level and the remainder are at the Colonial or Granite level.

6

7 **5. License Plates & Other Income/Expenses Update**

8 Juliann Isabelle provided a financial update. She has been securing vendors and entertainment
9 for Salembration and has processed payments through the Finance Department. At this point,
10 she is waiting on approval from Joel Dolan, a department head, per direction from Nicole
11 McGee. She reported that the group has sold 43 license plates and that they have roughly \$7,000
12 in the trust fund.

13

14 **6. Upcoming: Fishing Derby May 3, 2025**

15 The fishing Derby is scheduled for May 3rd. Julianne Isabelle would like someone there to sell
16 license plates. Joe Sweeney offered to help. Susan Mothan will provide social media posts
17 promoting the event. Cindy Woodbury discussed the May 10th ribbon cutting at the Old Town
18 Hall/Historic Museum. This is another opportunity to sell license plates and promote 275th
19 merchandise. Joe Sweeney offered to help get the town's cake to the event.

20

21 **7. Salembration Update**

22 Aaron Shamshoyan said that the Salembration team has a logistics meeting with Police and Fire
23 coming up. Rachel Hill has spoken with bus companies and that the event will be billed at a
24 reduced rate for shuttle services. The pickup and dropoff locations have yet to be finalized. Rob
25 Hannon reported that Home Depot will be managing a craft tent at the event. Susan Mothon
26 would like to arrange tours of the Moses Por cellar hole during the event.

27

28 **8. Lafayette Update**

29 The Lafayette event is scheduled for June 21. There are 2 people from the Field of Dreams
30 Board working on it. Planning is underway. Patti Drelick stated that the Women's Club will
31 host a refreshments table.

32

33 **9. Marketing Update**

34 Juliann Isabelle reported that she is working on signage for upcoming events. Tom Giarrosso is
35 working on a virtual time capsule video production. This will involve personal stories from
36 residents of up to a minute in length. People can submit stories virtually or the studio will set up
37 a day when people can come to recording sessions. Such sessions may take place at the senior
38 center.

39

40 **10. Action Items for Next Meeting**

41 Members need to bring purchase orders and invoices to Julianne as soon as possible to get them
42 processed for payment.

43

44 **11. Next Meeting Date / Regular Schedule**

45 The next two meetings were scheduled for 5/20 and 6/10 at 6:00 pm at the Senior Center.

1 **12. Adjourn**

2

3 **MOTION BY: Aaron Shamshoyan**

4 *Move to adjourn at 6:58 pm.*

5 **SECOND BY: Juliann Isabelle**

6 **VOTE: 11-0**

7 **The motion passed unanimously.**

8 **ADJOURNMENT AT 6:58 PM.**

9

10 Notes/minutes taken by: John Vogl