

MINUTES OF THE
275th Anniversary Commission

June 30, 2025

The 275th Anniversary Commission held a regular meeting on Wednesday, June 30, 2025 at the Salem High School, 44 Geremonty Drive, Salem, NH.

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

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

Guests: Georgia Brust; Patti Drelick; Colleen Mailloux, Assistant Town Manager

The meeting was called to order at 6:01 pm.

1. Chair Comments

None.

2. Review of Minutes

MOTION BY: Crayton Brubaker

Move to approve the June 10, 2025 minutes as printed.

SECOND BY: Julie Isabelle

VOTE: 8-0-3 (Mr. Sweeney, Mr. Brubaker, Ms. Mothon abstained)

The motion passed.

3. Banners / Sponsorships / Merch Update

Ms. Brust provided an update on the banners. There are approximately 16 in the Depot area, 18 in the Geremonty Dr. area, and a few waiting to be put up, with about 37 total sold so far. Ms. Isabelle noted an update on two sponsorships that came in today. Mr. Sweeney said that Analogic is donating \$5,000. Mr. Sweeney said that Tuscan, Lupoli companies, and the Live Casino are donating a joint \$25,000. After those donations, the events should be about fully funded. Mr. Shamschayan asked about the breakout of the joint donation. Mr. Sweeney said it would be \$10k from Tuscan, \$10k from Lupoli, and \$5k from Live Casino.

The Commission discussed the donation breakout on a donation banner they will put up at Salembation. Mr. Sweeney suggested putting the donation banner on the back of the stage at Field of Dreams so it is visible to all during the event. 4 of the donations will qualify to be on the sponsorship banner based on the criteria. Mr. Sweeney will take care of creating the banner. The Commission discussed social media and website posts related to donations. The Salembation subcommittee will further discuss smaller banners and their locations. Mr. Shamschayan noted that the merchandise store has been slow recently.

Ms. Drelick provided an update on ‘Salemopoly.’ Unfortunately, it looks like Salemopoly will not be going forward due to not reaching the \$15,000 goal needed for the startup and additional shipping costs. Ms. Drelick noted the idea of having the Salem Area Women’s Club (SAWC) having volunteers at the Salembraction instead of monetary donations. The Commission thanked Ms. Drelick for the updates and for her and the SAWC’s efforts.

4. Lafayette Recap

Mr. Sweeney discussed the Lafayette event and said that it was successful. The Commission enjoyed the event. The group organizing it did a great job and it was a nice event.

5. Scavenger Hunt

The Scavenger Hunt subgroup discussed the prizes for the scavenger hunt and the current status of submissions.

6. Salembraction

Mr. Hannon noted that a BBQ truck who has been at Field of Dreams will be there for Salembraction. Mr. Shamshoyan discussed needs for volunteers during the Salembraction event. Mr. Shamshoyan passed out a draft schedule for Salembraction. Mr. Sweeney suggested having the July 9 meeting being a meeting to assign volunteers. Ms. Mothon discussed having a tour at the Moses Poor area. Mr. Shamshoyan discussed having several historical displays. The Commission discussed the schedule and logistics of each of the various events. The Commission discussed food trucks and their paperwork. Ms. Isabelle will coordinate with Dianne regarding the food trucks. The Commission discussed social media postings and promoting and marketing the event. Ms. Woodbury and Mr. Brubaker discussed making a map of the event area locations, an emergency route map, and a parking map; John Vogl will help make these maps. The Commission discussed the “Key to the Town” and who it may be given to.

7. Action Items for Next Meeting

At the next meeting, the volunteer responsibilities, the maps, and the key will be discussed. Marketing will continue between now and then.

8. Next Meeting Dates

- Wednesday, July 9 – 6:15 pm at Salem High School
- Monday, July 28 – 6 pm at Ingram Senior Center
- Monday, August 4 – 5:30 pm at Ingram Senior Center

9. Other / Adjourn

MOTION BY: Aaron Shamshoyan

Move to remove Mike Banks from the Historic District Commission and add Georgia Brust as a member to the 275th Commission.

SECOND BY: Cathy Ann Stacey

VOTE: 11-0

The motion passed unanimously.

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MOTION BY: Aaron Shamshoyan

Move to adjourn at 7:09 pm.

SECOND BY: Cindi Woodbury

VOTE: 11-0

The motion passed unanimously.

ADJOURNMENT AT 7:09 PM.

Notes/minutes taken by: Crayton Brubaker