



Minutes from the Merchandise Sub-Committee of the Communications & Publicity Committee  
Monday, January 22, 2024 - via Zoom

Present: Beth Williams, Priscilla Sturges, Marie Foley and Melissa Saalfield

Melissa opened the meeting. The first order of business was to approve the minutes from previous meetings held: 8/28/23; 9/15/23; 9/29/23; and 10/31/23. The minutes were unanimously approved as presented.

The program for January 31, 2024 - Business Kick Off was reviewed. Melissa will welcome participants and provide an overview of the Merchandise SubCommittee, created to develop merchandise options for Concord250. Our mission was to identify merchandise items traditionally popular with tourists - e.g. mugs, t-shirts, hoodies, tea towels, magnets, etc., to which the Concord250 logo could be added and to provide names/contact information for local vendors who can produce the merchandise, all to simplify sales as well as to promote a consistent design concept.

After the welcome introduction, Joe Palumbo will offer an overview of upcoming events of Concord250. Next Diane Proctor will provide an update on the status of the IMA agreement and hiring of a consulting firm to support transportation, event coordination and communications. She will also report on the role of Polly Meyer who has been retained to manage social media outreach for Concord.

Following this update on the IMA, Melissa will introduce Priscilla Sturges who will lead participants through an overview of the Concord250 logo, possible applications for products and list of vendors to contact for merchandise production. She will inform vendors that they may request a Merchandise Branding Kit from her. A question-and-answer period will follow this presentation.

The committee discussed ways to follow up. We will encourage businesses to reach out to Priscilla with additional questions and/or wish to hire her for additional design support. She will provide her contact information.

Respectfully submitted,

Melissa Saalfield