



Concord250 Communications & Publicity Subcommittee

Meeting Minutes

May 5, 2023

Committee members present: Barbara Evangelista, Diane Proctor (Chair), Jim Sherblom, Kathy Schugrue, Jennifer Schünemann, Priscilla White Sturges

(Not present: Stewart Ikeda, Jennifer Hurley-Whales, Melissa Saalfield)

Guest: John Hickling

A motion was made by Jim Sherblom to accept the minutes of the April 7th, 2023 meeting and seconded by Kathy Schugrue. Passed unanimously.

1. Review of the Ellen Garrison birthday party event

- was very well attended
- glowing reviews by all
- future events like this will also be promoted by this committee
- committee should identify, as they emerge, Concord250 events and a list of items/tasks for promoting every event (ie posters, ads, press release etc)
- Jim explained that there are 3 categories of submissions for *The Concord Bridge*:
 - 1) events– date and time–for the calendar
 - 2) news–their main focus
 - 3) bigger feature story–with careful advanced planning
- led to discussion of Jim meeting with *The Concord Bridge* to work out a schedule of submissions to them
- photos taken by Ed Feathers at the Garrison event can be used for publicity
 - He wants to be more involved / Diane would like to ask him for pro bono work for maybe 3 events
- Jennifer S. suggested inviting photographers to submit photos taken at events through social media

[side bar discussion: Who is monitoring the website? Postcard handout says “send us your Patriots Day photos” but who is watching if any are coming in?

We have a central website and what is needed is a person in charge of checking it and responding to input and requests. Kathy has graciously offered to be that point person. Diane, Beth, and Kathy will meet to discuss the best way forward.]

4. Articles in *The Concord Bridge*

- Jim explained that there are 3 categories of submissions for the Concord Bridge:
 - 1) an events date and time
 - 2) news
 - 3) bigger feature story
- Jim will meet with *The Concord Bridge* to work out a schedule of submissions to them; Jenn Paluzzi-Lord, Editor-in-Chief
 - It was suggested that Concord250 could have a monthly column > Jim to propose this to them • Jim and Diane to create a calendar of monthly topics
 - start with a story on Priscilla Sturges and the creation of the Concord250 branding
 - feature suggestions:
 - updates on the various committees (is this newsworthy?)

-DEI

-4 town alliance > has never been done before

-feature on Sam Williams with Ed Feathers photos / West Concord Junction

- column should be branded
- committee will remain in touch regularly with all committees to see if they are doing anything particularly noteworthy (for a feature maybe)

2. Update on collaborative work with Lexington, Lincoln, and Arlington

- gone from RFP to a Scope of Work document
- committee reviewed document prepared by Jennifer Schünemann (see attached)
- some edits were made
- Jennifer told us each community has received \$200,000 from the state...the plan is for each to contribute \$50,000 to a joint hire
- Big picture:
 - 1) Marketing
 - 2) PR
 - 3) Event Coordination
- creation of templates
- Jim suggested organizing a tour of Concord & Lexington for Senators, Representatives, and affiliated staff at the State House

3. SWAG

- Diane had a request from Holly Cratsley (Community Coordination Committee); she is interested in having patches made with the Concord250 logo. Working in conjunction with the CCHS Athletic Dept, they are organizing various sports games between towns and would like the teams to have patches
- Tina Labadini in Concord can create these
- consensus is that each committee needs to be responsible for producing their own materials
- cost of production and the staff needed are the responsibility of the individual committee
- the Communications & Publicity Committee needs to sign off on the use of the logo before something is produced. Priscilla Sturges volunteered to be the person to sign off on logo use.
- need to create an electronic form that's easy to use and has electronic signature
- Communications & Publicity Committee will advertise these sports events
- Beth Williams wants t-shirts to sell at the Visitors' Center
- cotton / one color? Priscilla has a mock-up of red shirts with white logo:
Jen S., Diane, Beth, and Priscilla to work on t-shirts
- Priscilla Sturges suggested a car magnet with Concord250 logo (with tag)
- Christmas ornaments; pins; baseball hats were all suggested

5. Commemorative Coin - John Hickling

- there were coins made in 1925 (a half dollar; US minted) and in 1975 (generated locally)
- could generate a lot of revenue
- polished nickel (could have sterling silver for dignitaries)
- John is working with customchallengecoins.com

- cost to design and produce ~ \$4 per coin / sell for \$10 or more (less than 300 > there is a \$350 mold fee) • consider pre-orders to raise capital
- suggestion of a series of coins:
 - 1) Minuteman / North Bridge > run of 1,000
(Minuteman side: "Still heard round the world" / Bridge side: "Shot heard round the world")
 - 2) Ellen Garrison / Robbins House
 - 3) Louisa May Alcott / Orchard House
 - 4) H. D. Thoreau / Thoreau's cabin
 - 5) Concord250 logo / Lexington's 250 logo (if Lexington helps to underwrite costs)
- Concord Chamber of Commerce website for selling?
- need to coordinate with Rick Loughlin/finance to let him know
- need to contact stores and museums to see who would be interested

ACTION ITEMS:

Committee:

- Create a list of items/tasks for promoting (i.e., posters, ads, press releases, etc.) that will be applied to every event
 - Create an electronic approval form for logo usage (Priscilla)
 - Coordinate with Rick Loughlin/finance regarding coin sales (Diane)
 - Contact stores and museums to see who would be interested (Beth and Jen)

Diane, Beth, and Kathy:

- Meet to discuss the best way to handle Website, and requests & input, that come to it

Jen S., Diane, Beth, and Priscilla

- Work on t-shirts for selling (Jen > resources; Priscilla > design)

John Hickling and Priscilla

- Work on commemorative coin together

Jim and Diane

- Create a calendar of monthly topics for *The Concord Bridge*

Diane:

- Talk to Ed Feathers about doing possibly 2-3 events pro bono
- Circle back with Holly Cratsley to let her know that the committee confirms patches need to be created by her committee (but approved by Priscilla)

Jim Sherblom:

- Meet with Jenn Paluzzi-Lord, Editor-in-Chief, *The Concord Bridge* to work out a schedule of submissions; suggest a monthly branded column

Respectfully submitted -
Priscilla White Sturges
(May 15, 2023)