



## **Town of Concord**

Concord250 Subcommittee - Communication and Publicity  
Zoom  
June 9, 2023 via Zoom

### **Committee Members:**

Diane Proctor, Chair, present  
Toby Chaudhuri  
Jennifer Hurley-Wales  
Stewart Ikeda  
Melissa Saalfield  
Barbara Evangelista  
Jennifer Schünemann  
Jim Sherblom  
Priscilla Sturges

### **Staff**

Donna McIntosh  
Beth Williams  
Tory Wesnofske  
Matt Beren

## **Welcome**

### **1. Approval of Minutes**

Minutes from the May 5, 2023 meeting approved unanimously

### **2. Update on the hire of the marketing expert - Beth Williams**

### **3. Review of inter-municipal meeting of the four towns - Jen Schunemann**

Jen Schunemann reported on the interoperation meeting held on June 1st for invited attendees from Concord, Lexington, Arlington and Lincoln. The 250 Executive Committee chair organized the two-hour meeting. Attendees were grouped at tables by subject matter, with representation from the four communities. The purpose of the meeting was to identify key operational and infrastructure issues. Ms. Schunemann sat at a table with Mr. Ikeda with communication, DEI, and accessibility subject matter experts. Issues identified include:

- Cell service
- RFP for MarCom
- Uniform signage and wayfinding
- Calendar
- “Know before you go’s”
- Crisis communication plan
- Spokesperson training etc
- Transportation

The group reached consensus on the dates for the events of 2025. The parade and related events will be held on Saturday rather than the traditional Monday date. The group also agreed with the basic premise that the 250th is serving two audiences: the internal town communities and visitors. Things took a turn when Concord leadership suggested that there be a complete run-through of the events in 2024 for practice. Lexington balked, pushing back on timing and budgetary concerns. The intermunicipality agreement was discussed but consensus was not reached.

Mr. Ikeda explained on behalf of Arlington that a change in leadership and staffing has slowed the town's progress. There is also concern about what Arlington would get for its \$50,000 and if the focus would still be primarily on Concord and Lexington. Even the choice of the Saturday dates creates concern as the events in Concord and Lexington would siphon attendance away from Arlington. One item that has been decided on is a tagline, "Telling the Untold Story," for example the Battle of Menotomy. Mr. Ikeda, speaking on behalf of Arlington, felt that Arlington was not ready to enter into a municipal agreement yet.

#### **4. Swag Discussion**

Interest has been expressed by the business community in leveraging the interest in similar types of swag, to purchase in volume which would keep costs down. It was suggested that a meeting be scheduled with the Chamber to vet this idea further and also talk about sponsorships. A meeting is to be scheduled after Jen Schunemann returns from vacation on June 27.

It was suggested that the Finance Committee needs to prioritize the fundraising infrastructure so that people interested in donating or sponsoring can do so. Rick Loughlin would be invited to the meeting to discuss swag.

A work session was scheduled for Diane Proctor, Toby Chaudhri, and Jim Sherblom to talk about grants and other funding sources for Monday, June 12 at 2 p.m. at 57 Sudbury St.

#### **5. Working with *The Bridge***

Ms. Proctor reported on a conversation between her and Jen about *The Bridge*. *The Bridge* is interested in including regular 250 content accessed from a button on the banner. A discussion of the content that could be featured there was touched upon with Ms. Schunemann and Mr. Sherblom suggesting that there needs to be some strategy involved to determine which communication platform is appropriate for what audience and content.

#### **6. Coordinating the calendar on the website going forward**

A work session was scheduled to better understand and organize the calendar process in order to be prepared to bring it to the Executive Committee on June 15. There needs to be a common understanding of the process in place to receive calendar requests, vet and enter them through the [concord250@gmail.com](mailto:concord250@gmail.com) address. The executive committee can also enter calendar items. Jennifer Schunneman, Beth Williams, Stewart Ikeda, and Diane Proctor would meet at 11 am on Monday, June 12 to consider it.

**Adjourn** - Meeting adjourned at 2 pm

