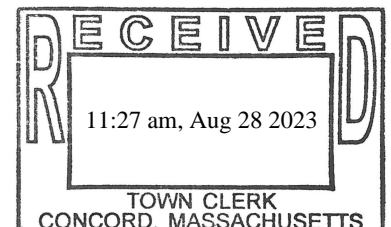


Executive minutes from our wide-ranging meeting of the Marketing/Communications subcommittee of Concord250 on July 20, 2023, 1-3, in the Library.

Present: Priscilla Sturges, Barbara Evangelista, Jim Sherblom, Melissa Saalfield, Jenifer Schunemann, Ned Roos, Tory Wesnofske, Beth Williams, Diane Proctor (Chair)

1. We approved the most recent minutes, so they will now be posted.
2. Beth Williams provided an update on the progress of the 4-Town collaboration:
  - a. All 4 Towns' Managers will have to agree to the collaboration and funding: \$50,000/each.
  - b. We will form a committee to vet applicants for the position of Marketing/Communication Firm. Each town will involve: appropriate staff member; 250 Executive Committee member; communications/marketing committee member.
  - c. An RFP will be issued by all 4 towns.
  - d. Concord will ask Mimi Graney (Economic Vitality Manager), Diane Proctor, and Stewart Ikeda to represent us. [Stewart will don 2 hats: one from the subcommittee and one from Arlington's 250.
3. Beth also informed the committee that the Town will hire a person to provide professional support (**in part**) for the Communications Committee (and all of the committees) to oversee the WEB Site, coordinate the calendar, and collaborate with each subcommittee and the local media, manage the billing and procurement demands, and serve as a generally positive, local coordinator.
4. The BIG E – a huge fair in North Hampton, Ma.— came up. We believe that Massachusetts's Day is either the 28<sup>th</sup> or 29<sup>th</sup> Of September. We wondered about having a specific presence at that event!
5. The July 12<sup>th</sup> event at the Concord, to train committee liaisons in entering data on the 250 Calendar, was deemed successful. We will hold a special session for the person from the Arts and Literature Committee when she is available.
6. Tory Wesnofske shared her creative thoughts about future collaboration with MMN...the opportunities are rich and include: [simply connect with Tory]
  - using some of their archival footage to support our outreach and work
  - Podcasts...they have the facilities
  - camera coverage of meetings, events, and off-site events (let them know in advance)
  - help in promoting your committee's work by providing a opportunity to record your efforts personally for Concordians to view...encouraging broad engagement
  - training in filming and editing your work
  - multi-media cross-referencing with *Discover Concord*



- the historical, visual documentation of our collective work
- creating a monthly roadmap for Concord250 upcoming events and/or meetings

7. Ned Roos spoke about opportunities to be interviewed and connect with the High School radio program; he is open to helping promote any and all efforts!
8. Jen Schunemann treated us to a superbly informing multi-slide presentation on *Discover Concord*. Copies of the magazine are in HIGH demand, but in order to print enough copies of this quality magazine—to support our work as Concord250—we need to find ways to underwrite her funding. The assets of the magazine are myriad, and Jen (who receives NO salary for her work), is looking to the Society of the Cincinnati, Freedom's Way, Mass Cultural Council, and other sources for financial support. She only needs funding to make the next 3 years work seamlessly. [Importantly, she features more than Concord in the magazine and other adjacent towns, hotels, and tourist bureaus continuously request MORE copies.]

Also, we need a way to make contributions as a 501C3 possible, so that, in collaboration with Concord250, folks can support the magazine. Jen will reach out to other collaborating organizations like The Umbrella and First Parish, but the buck really should stop right here—with the Concord250.

9. Jim Sherblom (in collaboration with Diane) will create an opening monthly column for *The Bridge* featuring Priscilla Strurges' *pro bono* work with Concord250 to appear in September. It will have a different emphasis than the fine piece that appeared in the summer edition of *Discover Concord*. The next articles will feature the works of various committees. Jenn Lord Paluzzi (Editor) and Anna O'Connor (who may be the focal point for Concord250) have committed to a monthly column.
10. Our next meeting will be August 23<sup>rd</sup>, 1-3 in the Trustees' Room of the Library.

Respectfully submitted,

Diane Proctor (Chair)  
July 20, 2023