



Concord250 Communications & Publicity Subcommittee

Meeting Minutes

Aug. 23, 2023

Committee members present: Toby Chaudhuri, Barbara Evangelista, Stewart Ikeda, Diane Proctor (Chair), Melissa Saalfield, Jim Sherblom, , Jennifer Schünemann, Priscilla White Sturges

Staff: Beth Williams, Donna McIntosh

Others present: Carlin Reed, Marie Foley, Corey Atkins

Minutes: Motion to approve minutes from July 20, 2023. Motion seconded. Approved unanimously.

Budget

The subcommittee should be prepared to present a detailed budget by September 1, 2023.

Merchandise

Marie Foley advised the committee on the bulk purchase of “official” branded to swag to be sold through various local retail outlets over the next two years. The purpose of this effort is to have a consistent look and feel to the merchandising, manage quality, reduce cost to retailers and make it easy to participate.

Popular items include:

- T-shirts/fleece jackets/vests
- mugs
- hats
- shot glasses
- ornaments
- magnets

There needs to be a little bit of everything at a variety of price points. Summer and fall tourists are different customers. Ms. Foley recommended that in addition to the logo the designs need to include a Concord identifier, for ex. the Bridge, Minuteman, Sleepy Hollow, or Walden that clearly communicates that it’s Concord. Ms. White Sturges offered to assist in the graphic design for the merchandise.

A proposal was discussed where funds would be expended to bulk purchase the products at the most favorable price and the retailers would buy them at a small mark-up. This provides a fundraising opportunity and provides a cost-saving and efficient way for retailers to have branded merchandise and provides for control of the branding. It will be important to get buy-in from the retailers and to focus group the designs before investing in the product. The target is to have product on shelves by March 2024.

AG Day – The 250 Committee is planning to have a table at AG Day to promote the 250th. There are volunteer post cards.

Town Partnership – Lexington, Concord, Arlington, Lincoln -- \$50,000 per town for a marketing group. Building out from the shared concerns, connections.

- Transportation/Operations
- Public Safety
- Tourism/Economic development

Arlington (the Untold Story) is currently staffing up and organizing on the 250th and committed \$25,000 in the first year.

Cory Atkins has been working to identify funding support for the 250th. If the 250th can be identified as a super security event, the federal government would coordinate security and fund it. Federal involvement is critical to this.

State appropriated \$1M for 250th but these funds will be centralized. There needs to be a solid case made for how the funds could be used to support local 250 efforts. Need to have thought leaders to support this. Doris Kearns Goodwin (etc.) Consistent reinforcement of the messaging. Generous contributors to community causes.

MOTT – Mass Office of Travel and Tourism – Kate Fox is the new Director of MOTT. It would be a positive step to meet with this office to understand MOTT's vision for how the 250th will be supported. The commemorations in 2025 and 2026 are bookends on American history.

Ms. Atkins made a recommendation to draft letters of support for local funding with support from the Select Board to elected officials on all levels. The four towns should work to coordinate key messaging. Key messages should go in the Bridge that points back to the support letter and the key funding.

Current funding includes \$200,000 to be expended by June 30, 2024, and \$500,000 in ARPA funds to be expended by December 30, 2026

Action Items

Melissa (Chair), Beth, and Marie – Coordinate with retail community to present the group purchasing plan for 250th commemorative items.

Jim, Diane, and Jennifer – to draft a letter to come from the Select Board to support the 250th – Concord. Target the priority buckets as grant areas that make it easy to tap into. Need to bring the community together around this.

Future Bridge article – Call for volunteers with a focus on the specific skillsets needed.

Respectfully submitted -

Donna McIntosh

(August 23, 2023)