

# MINUTES

## Harvard 4<sup>th</sup> of July Committee

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*Date | time* 10/17/2018 7:00 PM | Hildreth House, Harvard, MA *Meeting called to order by* Anne Hentz at 7:02 PM

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### In Attendance

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Anne Hentz, Shannon Kinayman, Christopher Chalifoux, Jim Stoddard

### Approval of Agenda

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Agenda was unanimously approved via email on September .

### Debriefing of 2018 Event

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- Less people this year due to heat, day of the week and price increase.
- Police presence very much seen and felt this year and the committee was grateful for this. No roadside parking (possibly also impacted numbers?) but helped with traffic flow leaving.

### Overview for 2019, Dates & Theme

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- Committee will revisit the idea of event insurance for rain and heat.
- Likely dates will be Fireworks 7/3 (raindate 7/8) and parade 7/4 (raindate July 6<sup>th</sup>)
- Everyone liked the idea of "The Stars Come Out in Harvard."
- Discussed how we need to stop flash mobs during the parade and instead make them a part of field events.
- One way to lower our projected 2019 spending is reducing fireworks. We increased what we paid/what we got last year but feedback was that the show was too long and became boring.

### Parking, Security, Shuttles

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- Discussion of a shuttle bus. People will pay and enter the bus possibly in Bromfield parking lot. Need to figure out if this will work given our smaller budget this year. Also need to talk with Chief Denmark about this again. He suggested it would be a useful tool and would work if bus (and no one else) can travel Madigan Ln.
- No security issues to discuss but will ask police to repeat how they provided security this year.
- Snow fencing was a success. We need to buy heavier fencing as the inexpensive fencing was slashed through.
- Feedback to negotiate fees by the Lions Club. Anne and Shannon are adamant that Lions need to be paid because their service is integral to parking, especially since volunteers are hard to get for fireworks. However, talking to the Lions about fees will be arranged.

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## T-Shirts

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- All old t-shirts and other items used in both sales and field events must be moved from DPW to the Old Library ASAP. Members will meet Sept. 27<sup>th</sup> at 1 pm to move these items.
- Trish Mahoney will be in charge of t-shirts this year.
- Trish was unable to attend the meeting so a follow up email will be sent to her. We must figure out how to do the art contest this year. Ideas include keeping it as just kids, having one side of the shirts be a kid's design and the other be an adult's design or just opening the contest up to everyone.
- This year we will likely not offer a prize.

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## Corporate Sponsors

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- Last year we made \$750 in monetary sponsorship, not including in-kind sponsorship.
- Anne, Sarah and Kathleen Turnbull have drafted a letter to go out this year. The key to sponsorship success is doing it earlier this year.
- A list of several hundred businesses from the Nashoba Chamber of Commerce was secured. There is also a list of Devens companies as well as other area businesses that have been kind of other Harvard projects. Letters to all of these places will go out soon.

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## Publicity/Social media

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- Jim Stoddard volunteered to do social media.
- We will look into the price of moving the current website to a new platform.
- Discussion of how this needs to be better advertised as a concert AND fireworks to better explain the price.

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## Graphic design

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- Hoping we can use the same designs as last year but change dates. Can definitely recycle parking signs along the road.

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## Music

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- Meeting attendees agreed that Bare Hill Band is a must. Don Sugai of Bare Hill will coordinate music.
- We would like to invite Ashley Jordan back as she was a huge success.
- This year we will invite The Rafters as we didn't have time for five bands this year and they'd played the previous year.
- Discussion that three bands may be perfect for the concert.

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## Next meeting

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Next meeting TBD and will be posted.