

CHAPLIN AD-HOC BICENTENNIAL COMMITTEE
Chaplin, Connecticut
Special Meeting Minutes
November 9, 2021

Chairperson Leslie Ricklin called the meeting to order at 4:00 PM. Present were members Warren Church, Julie Lindquist, Dick Weingart, Anne Sicilian, Bill Rose and Bob Grindle. Guest present were First Selectman Juan Roman and Ann Lewis.

3. APPROVAL OF MINUTES OF OCTOBER 12, 2021:

Motion to approve the minutes from October 12, 2021, was made by Bob Grindle, seconded by Anne Sicilian and carried unanimously.

The Board was presented with the 2022 Bicentennial Meeting Schedule. The Committee meets on the 2nd Tuesday of the month at 4:00 PM in the library (the January meeting is the same day of the first talk).

Motion to approve the 2022 Bicentennial Meeting Schedule as presented, was made by Warren Church, seconded by Bob Grindle and carried unanimously.

4. OLD BUSINESS:

a. Dick Weingart - budget (note: 50 additional calendars have been purchased):

Calendar sales are doing quite well. Expenses since September 1st are \$525 for Calendars with \$500 to \$600 received in Income. Leslie Ricklin reported that \$180 was submitted to the Town Hall yesterday and \$20 was received today.

Motion to move Item 5b Advertising through Bicentennial programs to here, was made by Julie Lindquist, seconded by Bob Grindle and carried unanimously.

Advertising through Bicentennial programs:

Warren Church presented Bicentennial Sponsorship Program proposal to solicit sponsors for commercial businesses (local and area), local organizations that cover Chaplin and individuals. The benefits would be to have their name listed in the 1st Town Meeting Playbook (Leslie presented mock design) and an ad in the Sept 10th Program booklet (business card or their own design). Dick Weingart suggested scaling back the size of the ads. A master list of vendors is needed (the Committee is asked to send names of businesses to Warren and indicate if interested in approaching them starting tomorrow). Bill Rose suggested reaching out to businesses in neighboring towns.

Motion to approve Bicentennial Celebration Sponsorship Program as revised, was made by Bob Grindle, seconded by Anne Sicilian and carried unanimously.

b. Bill Rose – letter inviting Lt. Gov. Bysiewicz to the Sept. 10, 2022 event:

A letter inviting Lt. Gov. Bysiewicz to the Sept 10th event went out on August 9th with no response to date (Bill suggested hand delivering an invitation). There is an opening on the Dennis O'Brien TV Show tomorrow night from 6-7pm (Leslie and Warren will attend to promote the Bicentennial).

c. Anne Sicilian - "Celebrate Chaplin" poster activity:

A template for the Poster Activity was sent to the CES Art Teacher who was very enthusiastic when first approached about the project (Anne will follow up). Bob Grindle reported that he spoke to the Parish Hill Art Teacher who is non-committal for now due to other projects. Anne Sicilian purchased a pack of poster board (40-50 cents each) that she is donating to the project for anyone that needs them.

d. Bob Grindle – signage/posters:

Gagnon Signs offers the following to get the word out for the Bicentennial.

Lawn Signs (consider putting up now and next year beginning in early spring to announce the Bicentennial is coming):

- \$10 each for quantity of 25 (price goes down at 25).
- Display at Town Buildings such as the Senior Center, Schools and Library.

3ft x 5ft Poster (for display in the Island Sign at the Town Hall):

- \$200 (in color, most of the cost is for setup – cost would be less for several signs).

4ft x 6ft cards or 5ft x 7ft cards (for list of events, walks & talks, save the date):

- \$100 for quantity of 1000.
- Direct mail to every resident in town and could include in tax bill.

Bob Grindle is counting on the digital sign (Bill hopes to see after the first of the year). Bill Rose suggested sending 8-1/2 x 11 flyers (similar to the Arboretum) with the January tax bills and will email the Committee a copy. Dick Weingart suggested sending election mailers (2-sided, \$240 for 1100).

The First Selectman was asked to check with the Tax Collector to see if 4ft x 6ft cards can be added to the tax bills. Warren Church suggested a motivational statement for the insert (Leslie will work on).

5. NEW BUSINESS:

a. Facebook possibility for publicizing the Bicentennial:

Ann Lewis offered to create a Bicentennial Facebook Page for posting information and sharing posts with local groups such as the Chaplin Neighborhood Watch that shares lost pets, wandering livestock and recommendations for contractors. Bicentennial events, flyers, sponsorships, programs and anything you can take a photo of could be posted and shared (two photos are needed for setup – could use logo profile or calendar photos). Warren Church suggested the I was Brought up in Chaplin Facebook Page. Leslie Ricklin asked if videos could be posted (video of TV Show interview) and would like to find someone to take videos of the Bicentennial events as part of the historical archive. First Selectman Juan Roman reported that a video can be downloaded through YouTube with the link copied to post to Facebook. Anne Sicilian offered to work with Ann on the Facebook Page and will be the Administrator.

b. Warren, Julie, Leslie – advertising through Bicentennial programs: Moved to Item 4.

Anne Sicilian reported that the CES students have started an activity to plant 200 acorns in honor of the Bicentennial and suggested a Scarecrow Making Contest for the September event (will follow up with the Rec Commission to see what they have planned).

6. SUGGESTIONS FOR NEXT AGENDA (meeting date – December 14, 2021 at 4pm):

- Bicentennial Sponsorship Program
- Budget Update
- Bicentennial Facebook Page Update

ADJOURN: Motion to adjourn (5:03 PM) was made by Bob Grindle, seconded by Anne Sicilian.

*Respectfully submitted by Kathleen Scott
Recording Clerk*