

Minutes of the Bedford 300th Anniversary Committee
Virtual meeting June 30, 2021

Attending: Christine Anderson, Bobbie Ennis, Cheryl Milroy, Ron Richter, Mike Rosenberg, Julie McKay Turner, members; Charlie Ticotsky, assistant to the town manager. The committee elected Mike as chair.

Chris reported she has submitted the Bedford Day booth application; there is no fee for a town committee. She can supply a table. The committee discussed possible raffle items. Peter suggested a Bedford Flag reproduction' available from Boy Scouts Ron asked about the objective. Peter replied that the committee wants townspeople to know about the upcoming milestone and start thinking about it. Chris said the committee should feature a box for suggestions about components of the celebration.

Committee members discussed fundraising options. Chris said the committee would need to file for non-profit status. Peter said another option would be a gift account.

Mike said visitors who register could later be recruited as friends of the anniversary. Julie said the committee should collect email addresses. Cheryl said business cards with the date might be a handout. Members agreed that it would be premature to introduce a contest for tricentennial logo on Bedford Day.

Mike reported on his survey of several towns marking 300th anniversaries beginning in 2026; none has begun planning. Chris acknowledged that anything that can be done now in Bedford will be limited. Julie suggested mapping a timetable for the next seven years, to identify annual goals and not peak too soon. Ron suggested starting from the celebration year and working backward.

The committee agreed that the word "tricentennial" should be incorporated in the name. Also discussed was an anniversary website. Cheryl said it should be well-crafted and unified with the town brand. Ron said there could be specified areas for volunteers, such as finance, marketing, or history. Cheryl noted that the Bedford Day table could attract attention from visitors who live elsewhere.

Chris said after Bedford Day she will approach Lane School administrators about involving the fifth grade.

Minutes of the Bedford 300th Anniversary Committee
Virtual meeting August 3, 2021

Attending: Christine Anderson, Bobbie Ennis, Cheryl Milroy, Ron Richter, Mike Rosenberg, Julie McKay Turner, members; Charlie Ticotsky, assistant to the town manager.

Chris noted that time capsules are now a year behind, and need to begin with fifth grade. Chris will reach out to Lane School Principal Rob Ackerman and see if it can begin in the fall. She will develop a list of questions.

Chris endorsed the idea of a younger member of the committee, perhaps a high school graduate of recent years. Bobbie said the opportunity can be promoted to older grades, even as a future possibility. Ron agreed that a representative would help the committee connect with that constituency. Julie suggested outreach to the high school parent association.

Outreach to community organizations: Chris pointed out that many organizations change leadership frequently; the committee's list should reflect that, as well as others without a lot of turnover. Julie agreed that once we connect, the communication has to be sustained. Cheryl said Scout troops may want to undertake long-term projects. This all comes under marketing she added.

Ron asked if outreach is premature, and would be more effective once there is a plan, or at least more substance. Julie replied that the best way to get people engaged is to bring them along with us. Cheryl suggested a one-page announcement, including contact information inviting their interest. Mike said the groups should be asked to consider their roles.

Mike said someone should be identified to draft a website; the town manager suggests that the site be independent of the town system, and linked to it. Cheryl said a Facebook page also is a priority. Peter said the use of QR codes needs to be considered.

The committee also discussed a Bedford Day contest for a tricentennial logo. Peter suggested pre-selection of finalists and presenting them for a vote.