



FARMINGTON BICENTENNIAL TASK FORCE

July 23, 2024
7 PM – Farmington City Hall

Committee members present: Melissa Andrade, Carl Johnson, Pam Green, Maria T, Maria S-G, Sean Murphy, Jill Keller (remote)

Committee members absent: Micki Scryzki, Courtney Showalter, Chris Halas

Sean called the meeting to order at 7:20pm.

A/ BRANDING/PROMOTIONS/MERCH SALES UPDATES

1. Founders Review

Sean thanked the group for working the Founders Festival booth. Sales close to \$600. The committee discussed in-person and social media feedback regarding Founders Festival. The City got a lot of flak for not including more bicentennial elements. However, the committee had attempted to work with Julie Law of 360 Event Productions since fall 2023; our ideas were largely dismissed, with the exception of the “Decades” theme parade. Bingo happened because the committee facilitated it ourselves.

For context, the committee in its presentation to Council on September 5, 2023 made the following recommendation for Founders Festival celebrations: “Recommendation: Council should negotiate bicentennial elements during Julie Law’s presentation on the 2024 event.” 360 Productions generally comes before Council for event permits in January or February. This year, 360 Event Productions didn’t show up until 31 days before the event, at which time it was too late for substantive changes to be negotiated or incorporated.

General disappointment with the event contractor was voiced by committee members. The Founders Festival structure going forward was then discussed. Committee will compile feedback about 360 Event Productions and recommendations for future event leadership, and will forward to Council to assist with decision-making.

2. Merch reorder discussion

Maria T suggested partnering with Kickstart for merch sales: Committee would run FB ads, bringing foot traffic to gallery; Kickstart would sell merch in gift shop. Maria T to confirm with Dwayne.

Next merch order to include: Short-sleeve tee in XL, 2XL, 3XL. Zip-up hoodies (all sizes including 2XL, 3XL) – new design to be created post-Gala. However, committee decided to hold off on any additional merch orders until August budget review.

3. Select next Farmers Market booth date

-August farmers market?

-No sales at Harvest Moon (DDA does not sell there because merch does not move)

-Sept 14 farmers market/wax museum day?

-Sept 27/light show (at Kickstart)

-Nov/Ladies Night

B/ PUBLIC ENGAGEMENT

The committee discussed public engagement for the remainder of the bicentennial year.

Strategy includes:

- Update bicentennial page on new City website. Maria T to write, Melissa to do photo gallery, Carl to create graphic.
- Social posts of the same and the link
- Annette Compo magazine article – Maria T to pitch and write
- Put up more flyers including at Farmington Place

C/ BICENTENNIAL GALA

Maria T shared an update on Gala preparation. Melissa created a final checklist for DPW to prepare the Warner Mansion grounds.

D/ CARES FAMILY DAY/DUCK RACE SUBCOMMITTEE 8/6 – 8/7

Pam Green & Maria S-G gave an update on Duck Day.

Bicentennial committee has a duck (“Golden Duck” sponsor)

Promotions: Melissa to create FB event for movie night and boosted post.

E/ TIMELINE/PROMENADE PROJECT

Property owner Glen Una has signed off on project! Maria T and Chris Halas to go before ZBA on Sept 4. Maria T confirmed this timeline with print shop. Carl to incorporate County logo into design. Glen Una asked DDA to find electrical contractor for string lights; Kate Knight is working on this. Committee to discuss potential gap financing for string lights at next meeting.

Grand opening date: Friday, Sept 20, 5pm – advertise as “VIP reception” for Harvest Moon. Pam will solicit snack donations. Beverages afterward at Harvest Moon. Committee to print napkins with our logo (charcoal and green is theme). Maria T will invite commissioners, create FB event, etc. after Gala is over. Melissa and Sean to submit special event application.

F/ THEN-AND-NOW APP/LIGHT SHOW

Maria S-G, Maria T, and Pam presented at Chamber; \$500 raised. Follow-up and new contacts with potential sponsors is ongoing. Suggestions: Present at Exemplar, Optimists (both in September). Pam to check Consumers grant timing feasibility. Maria T to contact Nissan. Melissa to provide contacts for Spectrum, Waste Management, Bill Wilson. Maria T to meet with GLP and Gabe. The committee will regroup and discuss results and our execution options if sponsors are not forthcoming. Items to check for Gabe: Items needed: Generator for 2 nights, window coverings, scaffolding and weather tent for 2 nights (Melissa to ask Z about scaffolding), security overnight for 1 night. Melissa, Sean to submit special event application for Sept 27 including Farmington Road closure.

G/ BUDGET OVERVIEW AND FINAL SPENDING PLAN

Committee has an estimated \$20k remaining. Will decide at August meeting how to allocate those funds.

Sean adjourned the meeting at 9pm.