

Montgomery 300th Anniversary Committee

Meeting Minutes

Date: March 15, 2012

Location: Montgomery Township Building, Community Room

Present: Ginny Bailey, Dennis Cooney, Dennis Gillen, Larry Gregan, Kate Karatas, Jim Kelly, Janet McCrossen, Sue Ann Miller, , Rich Roller, Maureen Waddington, Joe Walsh, Nancy Walsh

Not Present: Andrea Duffy, Roy Rodriguez, Gordon Simes

Website/Sponsorship

Dennis Gillen advised that he is waiting for direction from the Committee on the website.

Dennis G. will work with Tanya on the Marketing aspects of the site. Maureen and Nancy agreed to meet with Dennis G. to review needs to get the site live.

The Committee discussed bringing the site live on the anniversary date on May 27th

Dennis G. reminded the Committee of his suggestion to have the website sponsorship live from July through December 2014 at \$25 per month.

The Committee discussed having a rolling page of patrons on either the website or television station. The Committee also discussed providing a car magnet in support of the celebration to patrons.

The Committee agreed to review the list of member businesses in the area and target ten businesses to approach for sponsorship.

Larry advised that we can provide a letter to the township in one of the upcoming mailers.

The Committee discussed developing a logo for use in signature blocks and stickers for use in all township mailings. Dennis G. agreed to work on developing these items for use by township staff and committee members. In addition, the Committee discussed a refrigerator magnet for distribution to the residents.

Financial/Events

Joe agreed to work with the Board of Supervisors for the initial deposit for the event.

Kate reviewed a preliminary budget she is developing with the Financial Subcommittee.

The Committee discussed finalizing an Events Committee to solicit an event planner. Andrea Duffy, Janet McCrossen and Dennis C. agreed to work on the Signature Events Committee. They will put together an overview of the 2013 Gala and the Spring and Fall 2014 Events.

The Committee discussed finalizing the schedule for the events and moving all of the events into 2014.

2013 December - kick off Holiday House tour with trolley to maximum of six houses

2014 January - Day of Service

2014 Memorial Day weekend - Commemoration Celebration followed by Gala

2014 Fall Autumn celebration weekend

Sue Ann, Janet and Richard agreed to work together on the Holiday House Tour.

Dennis and Maureen agreed to work with the Montgomery Township Networking Group to solicit their support of the business sponsorship on the website.

The Committee agreed to speak to a meeting planner to see how to best work together.

Oral History

Nancy reviewed the idea of an oral history project. She has developed some preliminary content for the website. She is suggesting kicking it off with a solicitation on the website. Initially, the postings would be just narratives.

The Committee discussed using social media to share stories and folklore about the history.

The Committee discussed producing a video or even podcasts for the histories.

Sue Ann volunteered to help with the Oral History project.

Andrea suggested posters, etc. that would drive folks to the website. Nancy also suggested working with Barnes and Noble and possibly having a night connected with the restaurants.

The Committee discussed a Byers Choice doll to commemorate the celebration.

The Committee discussed promotional items such as a Moravian tile, anniversary brew, etc. The Committee agreed to discuss at the next meeting.

After a motion and a second, the Committee agreed that Kate, Jim, Joe, and Shannon Drosnick will be approved as signatories for the account. The account will require two of the four signers.

Next meeting - Tuesday, April 10, 2012