

Montgomery 300th Anniversary Committee

Meeting Minutes

Date: November 4, 2013

Location: Montgomery Township Building, Board Conference Room

Present: Joe Walsh, Tanya Bamford, Stacy Crandell, Andrea Duffy, Larry Gregan, Kate Karatas, Jim Kelly, Janet McCrossen, Sue Ann Miller, Roy Rodriguez, Richard Roller, Gordon Simes, Bud Walleck, Nancy Walsh, and Ginny Bailey

Committee Chair Joe Walsh called the meeting to order at 7:07 pm with the Pledge of Allegiance.

The minutes from the October 7, 2013 meeting were reviewed and approved as corrected.

Finance Report

The Committee approved payment of invoice from Astro-Dynamic (formerly Budget Printing).

Old Business

Historic House Tours

Ginny reported that as of today, there is only 1 spot left for the 10:00 am tours and 19 spots left for the 1:00 pm tours. Stacy reported that she had contacted the sponsors asking if they had wanted tickets but so far only Teva had gotten back to her to say they did not want tickets. Since the buses hold 48, if the sponsors showed up on the 30th, we would have room to fit them in. Tickets have also been offered to the homeowners on the tour. Sue is going to ask the Joseph Ambler Inn if there is a safe location for the carolers and tiles so they can be taken over in advance. In addition to the carolers being on sale at the Joseph Ambler Inn, a few would be taken to the Heckler House with a sign indicating they are for sale. Rich reported that flowers have been ordered for the homes and will be thank you gifts for the owners.

General Hancock Birthday/Kick-Off Event

The materials Maureen emailed the Committee were reviewed. Stacy reported that A. Weber was approached to help sponsor this event but dropped out. Invitations (approximately 100) will be sent to sponsors, the Committee members, the Board of Supervisors, state representatives and county commissioners. The event will be a “thank you” in advance to the sponsors and committee members. Originally planned as a fundraiser, the money for the dinner will now come out of the budget.

Reenactment/Birthday Event/5K Run/Hunger Games

- Hunger Games – Nancy reported that a “trial run” of the games took place on Saturday, November 2nd with approximately 12-15 kids. Both Nancy and Sharon Tucker have notes about how to improve the games and ideas to make it better. They found out it was easier to manage than first expected and that the kids are psyched about coming. They

liked the idea of a movie night in advance and that their schools, scout troops, church groups, neighborhoods, etc. could be “districts”. Nancy said they also have good ideas for marketing and donations.

- Service Recognition – Andrea reported she sent a letter to Neshaminy Falls which will be read at their board meeting and she will be going in January to follow up what could be done to help residents that would count toward volunteer hours. Andrea will also be going to St. Mary Manor to make a similar request and offered her staff to help coordinate volunteers and keep track of hours.
- 5K Run – Stacy reported the Pretzel City contract should be sent to her sometime in November but the run is on their calendar. Stacy asked to table discussion on the 5K run until she could meet with Maureen.
- Reenactment – Roy said the Revolutionary War reenactors he contacted has backed out and will be at a reenactment of the Battle of Brandywine instead. Other Revolutionary War groups may be difficult to get for the same reason. Roy has contacted a Civil War group and is trying to contact World War II and Vietnam War reenactors.

Community Day

- Stage – Stacy and Sharon Tucker have worked on the concerts and found out from the groups that the stage originally approved by the Committee was too big. Their suggestion was to go with the 20 X 24’ stage for the bigger bands like Mango Men and Upper Merion has offered their 8 X 16’ stage for smaller groups like Elvis. The Committee approved this suggestion. Stacy also mentioned that some of the bands would not be available if we had to go with the rain date and in that case the DJ will fill in. There will be a DJ on September 20th but the plan is to put him up by the amusements.
- Fireworks – Stacy, Roy, and Sue were very impressed with the “behind the scenes” tour they received from Celebrations Fireworks and display they saw at Warrington. Stacy said the contract was with the solicitor and once it was approved, would present the plans for the stage and fireworks to the Board of Supervisors.
- Joe reported he contacted Village Tavern asking them to sponsor all or part of the stage and in return would be the exclusive provider of beer and wine at Community Day but has not heard back from them. There was also a question about the 300th Anniversary beer – people have asked for it but the Village Tavern was out of stock. Andrea suggested that whoever is going to sell beer have a commemorative mug available. The Committee thought it was a good idea and maybe something the beer provider could have made.

November 6th Update – Tanya followed up with Theresa Modestine, one of the owners of the Village Tavern, regarding sponsorship and handling the beer/wine sales at the Community Day event. Theresa will discuss it with her husband John and get back to Tanya. She had a question about the liquor license and Joe said the Township would secure the liquor license for the event.

Regarding the anniversary brew, Theresa said that Doylestown Brewing had to change brewers and this has created a shortage of our brew (since the brewing process had to begin all over). Theresa expects to have more available by January and she’s going to double check on that and get back to Tanya with an update.

Caroler Boxes

Stacy asked if we should buy more boxes for the historic house tour since we only bought 36 initially plus Sue has donated some of her boxes. The boxes cost \$18 for a box of 12 and people will want boxes if they buy the carolers for Christmas gifts or to protect their purchases at the tour. We currently have 24 boxes in stock so Joe said if we need them to go ahead and get them and the Committee will approve the invoice after the fact.

Anniversary Signage

Sue contacted Mark's Jewelers and while he can't put something on his billboards, he is willing to put something about the anniversary on his store signs. Sue then reviewed her price quote from Fast Signs regarding the different type of signs available and their cost. The Committee agreed there should be a banner across Horsham Road, pole signs around the Township and signs in the parks. Larry said he would ask Kevin Costello to identify spots around the Township for signs.

Marketing Plan

Tanya presented her marketing plan how the Township could get the word out about the 300th Anniversary and events. Her outreach included plans for print advertising, email marketing, social media, public relations and outdoor advertising as well as a proposed budget. After much discussion by the Committee, Tanya said she would revise her plan utilizing the Committee's suggestions and comments. One of the ways to get the word out is include information in the Township's Recreation Newsletter. Ginny said she was working on the newsletter due out the beginning of December and asked that any information for the newsletter be given to her by November 15th.

The meeting was adjourned at 8:45 pm.

Next meeting – Monday, December 2nd at 7:00 pm in the Township Conference Room.

Submitted by
Ginny Bailey