



250 COMMITTEE MERCHANDISE & PUBLICITY MINUTES

Friday, February 16, 2023, 10:00 AM

Acton Town Hall, Room 9

The meeting of the Acton 250 Committee Merchandise & Publicity Agenda came to order at 10:00 AM. Chair Mike Gowing presiding.

Members Present: Dean Charter, Stephen Trimble, Mike Gowing, Suzanne Peterman

Members Absent: None

Visitors: John MacKinnon

I. Regular Business

- a. Residents' concerns

None Raised.

- b. Approve minutes from previous meeting.
The January minutes were approved as written.

II. New/Special Business

a. Decision on the ordering of the merchandise supporting the Acton 250 efforts for April 19th and July 4th merchandising

- i. We are exploring if we can do anything for 4/19 or 7/4 regarding the Acton 250 commemorative work. It is a difficult time to staff the events.
- ii. No other updates.

b. Sponsorships

- i. The team looked at sponsorship opportunities. We do not have a substantive "ask" at this time and understand our businesses receive constant requests for support.

c. Finalize website content/process

- i. John Mackinnon provided the team with the draft list of items and the Acton 250 Commemorative Online Store for comment.
- ii. Additional store items will include cheaper trucker caps, sweats and a trunk organizer. There is no extra work for John to provide more items on the store.
- iii. The PIN sample was reviewed out of a box from John containing a large sample of models. The team wants an epoxy type pin like Revolution 250's and not a cheap metal pin. John to get pin cost estimates.
- iv. Money movement will be handled as follows:
 - John will send Steve the invoices for the Town Manager for items that require advance purchase. The invoice will include John's acquisition cost and profit.
 - The town will track and pay these invoices.
 - John will provide Steve periodically a check made out to the Acton Celebration Fund the 1) full amount for pre-purchased items and the profit from instore apparel items.

d. Update on shirts for Acton 250 members

Sue will coordinate the orders with John. The cost of these shirts are \$35.

e. Publicity for the April 2nd, John Bell speaker series

Steve will pursue the standard approach for all speakers and walks

f. Update on Ace Hardware

Dean still considered approaching Ace Hardware to produce a small subset of commemorative items but no action to date.

g. Update on beer/ale production and rollout

Dean and Steve discussed an ale production with Rapsallion. There is initial interest by Peter.

h. New items

none

III. Administrative Matters and updates

a. Calendar Look Ahead

b. Next Meetings

The team continues to keep this on an “as needed basis”.

Additional materials can be found here: <https://acton-ma.gov/763/Acton-250-Committee>

The listed agenda items were those reasonably anticipated by the Chair. Not all items may in fact be discussed and other items not listed may also be brought up for discussion to the extent permitted by law. Reasonable accommodation for people with disabilities is available upon request. Please include a description of the accommodation you will need, including as much detail as you can and include a means to contact you if we need more information. Please allow advance notice. Send an e-mail to: Acton250@actonma.gov.