



250 COMMITTEE MERCHANDISE & PUBLICITY MINUTES

Friday, March 22, 2024, 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

1. Residents' concerns

None Raised.

II. New/Special Business

a. Merchandising Update

- i. The team reviewed the Acton 250 Online Store draft site. The team liked the Isaac Davis painting and description John pulled from an online search and will bring it to the committee.
- ii. Steve thought the merchandise order on the site should change to have the pin, tote, glassware, mug and hats appear before and tee shirts and other goods expecting them to be the bigger sellers.
- iii. The pin cost was discussed and an initial order of 500 was made. Each non-apparel item has an initial set-up cost, and each individual order will include a freight charge.
- iv. Discussion focused on when the store could launch. If the site launched and orders came in no later than April 2nd, John felt most items would deliver in time for April 19th.
- v. The PIN sample was ready, and it looked great.
- vi. Dean still considered approaching Ace Hardware to produce a small subset of commemorative items but no action to date.

b. Publicity Update

- i. Steve continues posting the speaker events on various media outlets and email lists. He is updating a publicity spreadsheet with new outlet update instructions as they come in.
- ii. Sue continues handling the Action Unlimited.

c. New items

- i. 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.