

4/11/23

WINCHENDON TOWN CLERK
RCUD APR 19 2023 PM3:16

**Town of Winchendon
Winchendon Recreation Commission
March 28, 2023 Minutes-6:30pm
Town Hall Recreation Office**

Committee Members Present: Dawn Higgins, Tiffany Newton (Recreation Coordinator), Debra Bradley (chair), Emily Bradley, Andrew Beauvais, Emily Croteau

Absent Members: Abby Bradley

Non- Members: Debra Kane

Meeting called to order at 6:31 p.m.

Updates:

Art Nights

- Flower Arranging Recap- 19 attendees, great event overall. Michelle donated this for Recreation so total ticket sales with stay with Recreation. Monies made \$475.

Amphitheater

- Construction is moving forward at the anticipated rate
- Our alcohol vendor for the season will be Wachusett Brewery
- We have received a total of \$10,450 in sponsorships for the grand opening.
- Monty Tech is building us an archway for the grand opening and we are working with the school art teachers for the kids to contribute to this as well.

Winchendon Music Festival

- They will be here on August 18th and August 27th.
- They are still working out which performance will be which day.

Cindy's Nature Project

- Cindy is moving forward
- She is going to start training junior scientist and is working with HEAL for their skillshare program to do this.

Old Business:

Wilderness Class Update

- It is up as a 1 time class
- There are no ticket sales
- We are giving it until April 3rd if it has enough interest and then we will be cancelling it.
- Tiffany noted that she had just thought of sharing to homeschool sites and that may be beneficial.

Tour De Winchendon

- The route goes from the WCP, down maple, down central, to the bike path, down to the large bike at Grout park and then back.
- Andrew suggested to do a short and a long route. Long route would go out to Old Gardner Road(past little anthony's)
- Suggested Vendors
 - Ladyfit Nutrition

- YMCA
- Sunshine Café (Youth Changemakers)
- Lickity Split/Mudock Farm
- Bike Shops
- A baker- Red Apple Farm
- The Hot Dog Gogy- Piper's Mobile Kitchen
- Tiffany will create the map for this event
- Do we want to still raffle off a bike or gift card? Should we ask Dick's Sporting goods?

Movie Nights

- It was suggested to partner with the local pizza places for these nights
- We will be seeking sponsors for movie nights at \$300 each to help cover licensing costs.
- We will create a list of 10 movies and the sponsor of each night can pick the movie they want to sponsor.
- Family Movie options
 - Grease
 - Top Gun: Maverick
 - Black Panther: Wakanda Forever
 - The Notebook
 - Back to the Future
- Kid Movies
 - Puss N' Boots 2
 - Encanto
 - Sing 2
 - Space Jam (The Original)
 - Jumanji (The new one)

New Business

Sponsorships

- Packet was passed out for review
- 3 tiers open April- July (ish)
 - \$1,000- Amphitheater Sponsor
 - \$500-Community Day Sponsor
 - \$300- Movie Sponsor
- There were no comments and we will be moving forward with sponsorships as presented.

Volunteer Sign Ups

- Tiffany passed out sign up sheets for the committee to sign up for upcoming events.
- These will be put out and sent out for people to sign up to volunteer no that the committee had 1st dibs on them.
- Deb B suggested a map of events so people know where they are going to be.

Signage & Promotional Items

- Cannot currently do a banner across Central Street

- Questions about if we can do one across Front Street-Tiffany will follow up with Brian
- Other options for signs are street light banners or lawn signs of sorts (more generic so they can be reused)
- Tiffany will get pricing on both
- Asked to update the marquee by the dump with something generic like visit us at either Facebook or the website.
- Suggested to see if the school could add stuff to their electronic signs

Photo Contest

- Tiffany presented a flyer and idea to hold a photo contest this summer of the events we have.
- This is an easy way to get photos for us to have for marketing and we can do a giveaway for the best one.
- Everyone was 100% on board with this idea.

Social Media Giveaway

- Tiffany asked how the commission felt about doing a giveaway of 2 season tickets to the Amphitheater to grow our social media following to over 2000!
- We are just under 400 people away on the WCP page.
- They will like, share, and comment the event they most want to see this summer.
- The commission was on board with this.

Minutes

- Deb B made a motion to accept the March 7, 2023 minutes as presented. Dawn
2nd
Debra B (Y) Dawn (Y) Abigale () Emily B (Y) Emily C (Y) Andrew (Y)

Financials

- None at this time

Other Business

- Comments from members of the commission
 - Start planning an information station for amphitheater events
 - Get a glow in the dark vendor for the grand opening
 - We should consider a family Olympics event for 4th of July/Founders day
 - We should really bring in Theater to the park-Tiffany is working on it
 - Shakespeare or renaissance type things.

Adjourned: 8:20p.m.

Deb made a motion to adjourn and Andrew 2nd

Debra B (Y) Dawn (Y) Abigale () Emily B (Y) Emily C (Y) Andrew (Y)

Approved:

Dawn Higgins
Debra Bradley
Emily Aetman
Andrew