

## **Draft minutes of the meeting of the Bedford 300<sup>th</sup> Anniversary Committee, April 27, 2022.**

Attending: Mike Rosenberg, chair, Christine Anderson, Cheryl Milroy, Julie McCay Turner, Mike was re-elected chair, with Christine, Cheryl, Julie, and Mike voting in favor.

Mike reintroduced the issue of fundraising, and the consensus was that it would be more practical for the committee to use gift accounts than file for non-profit status. Cheryl said the 501c3 process can be cumbersome, including annual filings through a certified public accountant.

Julie said the nonprofit organization would have to be independent of the committee. The gift account makes the process very straightforward. Cheryl noted that Lexington used that option.

Mike said he will reach out to David Castellarin, town finance director, to find out how the process works. Cheryl said the committee will need some dedicated volunteers to work on fundraising.

Mike also raised the question of whether the committee should continue as part of town government, since there will be a need for significant subcommittee involvement. He said he will check on the implications. Cheryl said the committee will need a subcommittee for every activity. That will secure buy-in from many more people, Julie noted.

Mike asked members about a presence on Bedford Day. Cheryl said the committee should look for some interactive way to get recognition, although it may be too early for something like a road race.

Mike asked about the 300<sup>th</sup> logo contest, which was considered for Bedford Day 2021. Christine said it will need to be heavily promoted to ensure enough entries. Julie said Sean Hagan, director of the visual arts in the schools, should be involved. Cheryl said we will need parameters to allow for judging. Julie said she would shape parameters.

Cheryl said students at Middlesex Community College could be recruited to be involved with design. Julie suggested Shawsheen Valley Technical High School students as well.

Julie said another effort on Bedford Day could be to line up people who want to help. Cheryl said the committee could attract people to the booth with videos, perhaps with Leslie Wittman documentaries.

Christine spoke about the activity involving the Bedford High School class of 2029, now finishing fifth grade. She said she needs to develop some questions, and Lane School Principal Rob Ackerman prefers that everything be done on a Google Doc, which will be easier to execute, including securing any parental consent.

Julie asked about a website for the 300<sup>th</sup> anniversary, including email capability. Mike asked if this is premature. Cheryl said a website can be launched containing basic information and expanded as necessary. Julie said she will pursue some possible resources for website development.

Julie also revisited the commemorative license plate idea. It will be necessary to start the process early, she said, including marketing. Julie said she will continue researching.

Cheryl said she thinks the committee should begin considering a preliminary budget now, delineating events and what we expect the budget to be. Knowing ahead of time is going to be important, she said. Christine said it is too early to secure any financial estimates from other organizations.

Julie said the committee can circulate a memo to all community organizations, aiming for Sept. 23, and report on its activities.

The committee voted 4-0-0 to approve the minutes of June 30, 2021, and August 3, 2021, and voted 4-0-0 to adjourn.