

Reading 375 Minutes

June 22, 2017

RCTV 7PM

Alan and Phil opening remarks/introductions

Alan: history of celebrating: May 29th or June 10th as official dates

Open Brainstorm

Event Ideas

- Block parties in individual neighborhoods
 - Close main street for block party - remove cars, shuttles, emergency vehicles
 - Transportation will have to be figured out
 - Mini-concerts/porchfests
- Animal event - dog parade, YMCA dog swim
- Forest sunrise/sunset opening ceremony with interdenominational
- Parade: neighborhood floats, school involvement (difficult)
- Ball: Jordans (Sunday nights) - costumes, formal event
 - Private home cocktail parties before
 - Field House with waiver from School Committee
 - Heated tents
- Dinner under the stars on Common/Birch Meadow area - local restaurants; advance menus
 - Dance floor with dancing - roll into the ball
- Memorial park recently resurfaced with handicap access - closer to the center of town, less traffic
- Tent as a focal point for the event
 - Breakfast for families
 - Dinner
 - Ball
- Family involvement
 - School history projects
 - Coolidge play
 - Scavenger Hunt
 - Storytellers in the library
- Event footage covered by RCTV (except QP play) on RCTV Youtube with www.Reading375.com website
 - Put together a mailing list and disseminate information to interested parties
- Combined choirs with RCS and church choirs for choral event

- Zip code popular with RMHS students - get the high schoolers/middle school involvement (sophomores especially who will be seniors)
- Oral history project from multi-generational families willing to share their stories
- Carnival, maze, petting zoo, rides for entertainment - like Friends and Family - tie-in
- Art gallery/show; poster design contest

Administrative Ideas

- Combining with Friends and Family Day
 - But should be an event unto itself
- Committee planning
 - 2 people per precinct appointed
- Fundraiser: buttons in 350th, carnival, "At Wood End," Celebrations Trust grant, trivia nights, dunk booth (Jeff Palmer); Photobooth with kids
 - Harness access at other Reading standard events and get a booth/tree/etc.
 - Money to raise: Ball (likely pay for itself/make a profit), Parade (most expensive), 1994 report includes extensive financials
 - Depends on what we end up doing
 - Going to all the other clubs/institutions for fundraising
 - Organization Night
- Expand on "At Wood End" addendum, edition, anniversary edition
 - Jeff Palmer offers to edit AWE update
- Movie instead of a book with RCTV's help - drone footage, photos, interviews
 - Old photos on current footage
 - Other town members that have historical footage "You Know You are from Reading" facebook page
 - Reading Symphony to score the film
- Official Town interest
- Time constraint
 - Alan thinks 2 years is fine - 350th was 5 years but too long - probably a smaller event
 - Watch out for RMHS graduation
- Can be a large time commitment, but the payoff is great - Charlie Peacock
- Other people interested: Library Director (Local History Librarian), Reading Co-op has said they would be sponsors
 - Levels of sponsorship, sponsor various events/book, advertising
- Involve Wakefield and North Reading
- How long should this be?
 - Events in advance as fundraising
 - Make sure that other organization 'signature events' aren't negatively affected
 - Street Fair as fundraising - sell something, make people aware
 - Retro 350th shirts

- Alan - start with a weekend, through the week and then the following weekend
- Use the June 10th date as the main date - people still in town since school is still in - June 15th as the closing with fireworks (coincide with F&F Day) - use the Reading Rec funded fireworks
- Going to be difficult to get the rest of the town involved/interested - promotion
 - Marcel has contacts to stitch logo on fabric
 - Logo contest? Graphic art designer to donate time
 - Logo idea: cross out the 350 and replace with 375
 - New logo: new version of the old logo
 - Slogan - wherever you go, this is your home
 - #ReadingPride #Reading375

What's Next?

- Hone it down to specific events next and make subcommittees
- Deciding on keystone events and add additional as we move forward
- Building awareness
 - Fall Street Fair to increase awareness and fundraise - booth sign-ups already started, can state a preference for where you want to be (August deadline before late fee)
 - Nancy Docktor, Nancy Rushworth in charge of Street Fair booth
 - Community input
 - White board for further brainstorming
- 501(c)3 - RCTV can be the fiscal sponsor with a separate bank account for the Reading375
- Date for another meeting
 - Prior to street fair
 - **Wednesday August 9th, 7PM**