



TOWN OF ACTON
250 COMMITTEE MERCHANDISING AND PUBLICITY MEETING MINUTES
August 01, 2023 - 9:00 AM
Town Hall, Room 46

Present: Steve Trimble - Chair (ST), Anne Forbes (AF), Mike Gowing (MG), Sue Peterman (SP), Dean Charter (DC)

Absent:

Others Present: none

Chair ST, called the meeting to order at 9:04 AM.

I. Regular Business

1. Residents' concerns

None cited in this first session

II. New/Special Business

MG agreed to take subcommittee chair role.

a. Merchandising Update

- i. DC updated the team that his planned discussions with the TM and counsel on how the town would support merchandising was delayed to vacations. Initial conversations suggested a few models:
 - buy and maintain and inventory and arrange sales channels.
 - Vendor licensing who produces and provides some percentage of sales
 - town waste bags: a vendor produces the bags and a percentage of sales through authorized channels is sent to the town. **Action Item:** Dean to discuss with Corey how this is managed
- ii. The subcommittee supports using a local vendor

b. Draft Merchandise Identification

- i. The team determined around five unique items would make sense. It will bring the following recommended items to main committee for discussion.
 - T-shirts: all sizes; silkscreen; white using full color
 - Unstructured ballcap
 - Beer tumbler; etched
 - Coffee mug: white with full color logo
 - Pin
- ii. Action items: DC to discuss \$400 fee for speaker on 9/21. DC to discuss with Lisa T. availability and cost of Isaac Davis Coin for speakers that are not paid as way of a thank you.
- c. Initial Publicity (slight alteration from agenda)
 - i. Bi-monthly focus articles (Action Unlimited): History Subcommittee will handle the editing and publication
 - ii. General Event Notices (speakers etc.): SP to take point with ST backup
 - AF provided initial list of where we could send information. ST to expand for meeting coming up 9.6.
 - 9/21 event: would like to get notices out next week. Action Item: AF to send updated flyer to team for preparation. Acton TV is set to run bit it cannot be livestreamed due to commitments to a school board committee meeting. MG backup is Mark Duci at ActonTV
 - Flyers will be made for disbursement and brought to meeting 9/6. Volunteers needed to be distributed around town. Flyers need to come down shortly after each event. It would be good for volunteers to confirm with business owners that the flyer can be posted.
 - iii. IT support for speakers: Mark Hald now runs Operations for town. Matt Frost reports to him in IT role. Action Item: ST to discuss with ark and Matt Zoom capability and IT support for events held in town municipal meeting rooms.
 - iv. Action Item: ST will take AF materials and other information and create a draft publicity roadmap for next meeting 9/6.
- d. New items

none

III. Administrative Matters and Updates

Next Meeting(s): pending DC meeting with Town Manager and Counsel

MG moved to adjourn the meeting, and BK seconded. The motion passed unanimously, and the meeting was adjourned at 9:08 PM.

Documents used at the meeting: material emailed from AF.