



HOLIDAY DECORATING COMMITTEE

Notice of Public Meeting

Email Posting to townclerk@townofchelmsford.us Thank you.

DATE: **Tuesday, June 21, 2022** TIME: **6:00 PM**
PLACE: **Town Offices** ADDRESS: **50 Billerica Road** ROOM: **200**

Filed with Town Clerk:

RECEIVED

2022-06-09

11:51 AM

TOWN OF CHELMSFORD
PATRICIA E. DZURIS
TOWN CLERK

AGENDA

Call to Order

New Business:

- Discussion: Feedback from 2021 Event
 - More music-longer sets, more locations
 - Community Band
 - CHS bands
 - other school bands, other towns, etc,
 - speakers and a playlist
 - More lighting and signage
 - More advertising of scheduled events (sandwich boards?)
 - Better crowd control around tractors/wagons
 - Announcements for tree lighting (countdown, etc)
 - loved the craft/artisan fair
 - more food vendors (non-profit fundraising? Business give-aways? How to balance with businesses who are already donating significant amounts of food?)
 - lines were very long, hard to find the end of the line in all the crowd
 - lines move slow
 - more lights for the face painters
 - gingerbread house trailer was a nice touch (maybe do more float-like exhibits?)
 - start earlier and go longer, may help thin crowds and is easier for small children
- Discussion: Feedback from SB Listening Session regarding the Common
- Assistance for DPW & Police Department planning as part of a written comprehensive guide to what it takes to organize and run this event (existing spread sheet is great, can embellish, or do a narrative list)

Continuing Business:

Status:

- Financial Report/Budget for 2022 Event
- Sponsorship Letters-Schedule mailing
 - Follow up thank you letters/acknowledgements
- Other Fundraising Ideas/Efforts
 - Additional Sponsors? How to recognize besides the wagons.

Holiday Decorating Committee Agenda

June 21, 2022

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- July 3rd event table?
- more organized donation gathering during the event
- additional marketing opportunities to promote vendors and participating businesses
- Wreaths
- Santa's House
 - maintenance?
 - how to incorporate the bench idea to make it easier for photos
- Tractors/Horses
- Music & Performers
- Current and Potential Activities (Discussion)
- Volunteers for Decorating Day
- Volunteers for Prelude
 - Santa, Mrs. Claus, Elves
 - tables
 - other?
- Piney- obtain tree, decorate, set up, sound equipment, voices
- Face Painting
- Cocoa-making and distribution
- Popcorn-obtaining and distribution
- Cookies-obtaining and distribution
- Crowd Control around wagons & tractors
- Local business Participation
 - Currently have food from Fishbones, Brickhouse,
 - Old Mill Craft/Artisan Area
 - draft letter for others to participate, make a list of what businesses are in the area and others that may want to do something
- Activities on the Common
- Volunteer Appreciation Dinner/After Party