



HOLIDAY DECORATING COMMITTEE

Notice of Public Meeting

Email Posting to townclerk@townofchelmsford.us Thank you.

Filed with Town Clerk:

REVISED

2022-09-14

3:57 PM

TOWN OF CHELMSFORD
PATRICIA E. DZURIS
TOWN CLERK

DATE: **Tuesday, September 20, 2022** TIME: **6:00 PM**
PLACE: **Town Offices** ADDRESS: **50 Billerica Road** ROOM: **206**

AGENDA

Call to Order

New Business:

Discussion: appointing Chair, Vice Chair & Clerk
If supported, possible nominations

Continuing Business:

Status:

- Financial Report/Budget for 2022 Event
- Sponsorship Letters-Schedule mailing-Update list of businesses in Town
 - Follow up thank you letters/acknowledgements
- Police & Fire Dept. Considerations
- DPW Considerations
- Update on OMHC Vendor Fair
- Lexy Lattimore-CCA participation/activity
- Public Garden, Chelmsford Garden Club potential activity
- Update on Map & QR Code, Additional Signage on night of event
- Update on HS Clubs participation (Sharon)
- Additional Decorating opportunities
- 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-equipment & lighting
- Cocoa-making and distribution
- Popcorn-obtaining and distribution

- Cookies-obtaining and distribution
- Crowd Control around wagons & tractors & other lines
 - HS Volunteers?
- Announcements (equipment and an announcer)
- Local business Participation
 - Currently have food from Fishbones, Brickhouse (will they do their own volunteers like 2021?),
 - 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-Kristen had several interested businesses
 - Shake-a-holic, tiny Tiles mosaics, Little Acorn Pre-School
 - New Banner Sponsors
- Activities on the Common
 - Stage-Dramatically Incorrect Theatre Group Performance
- Former Mobil Site-owner contact for permission to use the property for an activity
- Mega-tree (lights & Pole) Is this a desired option?
- Parade and floats
- Schedule "Un-decorating Day"
- Wreath hanging equipment/hardware
- Volunteer Appreciation Dinner/After Party
- Other Fundraising Ideas/Efforts
 - Additional Sponsors? How to recognize besides the wagons.
 - July 3rd event table (2023)
 - more organized donation gathering during the event
 - additional marketing opportunities to promote vendors and participating businesses

Added from last Agenda for Context:

- 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)