

Minutes of the virtual meeting of the Bedford 300th Anniversary Committee, June 16, 2022.

Attending: Christine Anderson, Bobbie Ennis, Cheryl Milroy, Peter Ricci, Ron Richter, Mike Rosenberg, chair.

Mike raised the subject of a tricentennial logo contest for Bedford Day. Ron felt that would be premature, and it would be more realistic to continue an awareness campaign. Peter said in 2021 the committee asked Bedford Day visitors what they like about the town; perhaps that theme could be expanded.

Christine agreed that it is early for the logo contest -- the schools and Middlesex Community College have not been asked to spread the word among artists. There will not be many entries if the committee issues an appeal now, she said. Maybe Bedford Day visitors could be asked to consider submitting designs. Peter agreed that Bedford Day could be used as a kickoff, with the committee seeking ideas for logo symbols and words.

Cheryl said the committee should consider featuring a banner in the Bedford Day parade. Peter suggested asking kids to carry a reusable sign promoting the 300th anniversary. Perhaps multiple generations could participate, Cheryl said. Bobbie said this is an effective way for the committee to make its presence known.

Also, Cheryl said the committee should consider some kind of Bedford Day feature that would attract visitors to the booth. Peter and Christine agreed that last year's booth drew significant foot traffic. This Bedford Day, Peter said, the committee could display anniversary ideas on posters and visitors could be invited to write their thoughts with permanent marker. Cheryl said they could be asked to suggest ideas for anniversary year events, and also have the opportunity to volunteer to help with planning.

Peter suggested providing a choice of five tangible commemorative anniversary projects, and asking booth visitors to indicate choices. The committee agreed that the options could include a public sculpture, a clock, a commemorative bench, a tree planting, as well as original ideas. Ron suggested looking into caps that could be a Bedford Day handout. Cheryl said they could even be tossed from the parade.

Mike summarized the three Bedford Day booth elements: the permanent anniversary memorial items, a display of ideas submitted for the celebration with additions invited, and a register for potential volunteer opportunities. Mike will file the forms with the Recreation Department for participation in the Bedford Day parade and fair.

Ron called for more detailed planning for 2023 and 2024 to provide more direction for possible subcommittees.

Christine said committee members and volunteers will be needed to staff the booth. Peter said he will research procuring a banner and caps. Christine said she will not be available to help set up the table on Bedford Day. Bobbie said the Bedford Arts and Crafts Society could be helpful in designing the posters; she will reach out to a contact in the group.

Cheryl said she expected fundraising will be a major enterprise. Bobbie said one resource could be advertising in a commemorative book. Ron presented an example of one. Cheryl said the committee should consider a five-year funding plan.

The next committee meeting will be scheduled for the last week in August. The committee unanimously approved by roll call vote the minutes of the meeting of April, 27, 2022. Bobbie moved that the meeting adjourn at 8:45 p.m. Christine seconded the motion, which was unanimously approved by roll call vote.