



250 COMMITTEE MERCHANDISE & PUBLICITY AGENDA
Friday, December 15, 2023, 10:00 AM
TOWN HALL, 472 MAIN STREET, ROOM 9
MINUTES OF MEETING

Present: Dean Charter, Stephen Trimble, Mike Gowing, Suzanne Peterman

Absent: None

Visitors: None

Gowing opened the meeting at 2 PM.

I. Regular Business

a. Residents' concerns

None raised.

b. Approve prior meeting minutes

The September meeting minutes were approved as written.

II. New/Special Business

a. Merchandising Update

- i. Charter noted recent conversations with Trimble and Julie Pierce regarding our funding plans. Charter recently confirmed with the town manager that \$5,000 would be available from the Gift Fund.
- ii. Any donations received from residents or selected vendors will be directed to the gift fund. Pam and John Benson sponsored Professor Allison's lecture.
- iii. Per Charter Ace Hardware will carry Acton 250 totes, glassware, and the coffee mug.
- iv. Per Trimble, Charter and he are in discussions with Peter Danial at Rapsallion to craft an ale with our logo on the tap. He may find other outlets for distribution. We will be meeting again on 2/1 with his marketing person.
- v. Shirts, buttons and the unstructured cap will be carried by MacKinnon. MacKinnon can create goods on site which eliminates the need to stock goods.

b. Publicity Update

- i. Steve has delayed notices on the next Speaker on 1/30 until we get closer.
- ii. The library will now handle our registration process.
- iii. Steve added The Veteran's email to the list (Jim McCray).

c. New items

None

III. Administrative Matters and updates

a. Calendar Look Ahead

- i. Committee Meeting January 29th
- ii. Adelman lecture on media January 30th

Next Meetings

Next meeting set for Friday, January 26 at 2 PM

The meeting adjourned at 3 PM by unanimous consent.

Additional materials can be found here: <https://acton-ma.gov/763/Acton-250-Committee>