



250 COMMITTEE MERCHANDISE & PUBLICITY MINUTES

Friday, January 26, 2023, 2:00 PM

Acton TV Studio Conference Room

The meeting of the Acton 250 Committee Merchandise & Publicity Agenda came to order at 2:00 PM, at the Acton TV Studio conference room. Chair Mike Gowing presiding.

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

Members Absent: None

Visitors: John Mackinnon

I. Regular Business

a. Residents' concerns

None raised.

b. Approve prior meeting minutes

The December meeting minutes were approved as written.

None Raised.

II. New/Special Business

a. Merchandising Update

- i. John Mackinnon joined the group to discuss the planned Acton 250 Commemorative Store. He will build out the website. The team discussed the mechanics of provisioning the gear, money movement and delivery.

- John suggested we expand the offering by adding a few additional items. He would provide the etched stemware and pint glasses.
- He would be able to create apparel on the fly and at events if power was available. Non-apparel items would need to be ordered in advance and unit costs would depend on quantity ordered. John would carry the stock.
- Customers could ship USPS, UPS or in-store pick-up.
- John will create a draft store site.

- ii. Dean still considered approaching Ace Hardware to produce a small subset of commemorative items but no action to date.

- iii. CPA Project – Isaac Davis Plow. The team will be looking to enhance the plow display at town hall. Steve Crosby will look at this and render some possible diagrams. We will take time from the general committee meeting for members to review the area and make recommendations.

b. Publicity Update

- i. Steve continues posting the speaker events on various media outlets and email lists. Some organizations are not responding / are difficult to figure out how to notify.
- ii. Materials received from the History Subcommittee are used in full when they meet the criteria of the outlet, but we must tailor the text in many instances to fit. In some cases, the text is modified to move pertinent information to the first sentence

c. New items

- i. none

III. Administrative Matters and updates

a. Calendar Look Ahead

b. Next Meetings

The team continues to keep this on an “as needed basis”.

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

The listed agenda items were those reasonably anticipated by the Chair. Not all items may in fact be discussed and other items not listed may also be brought up for discussion to the extent permitted by law. Reasonable accommodation for people with disabilities is available upon request. Please include a description of the accommodation you will need, including as much detail as you can and include a means to contact you if we need more information. Please allow advance notice. Send an e-mail to: Acton250@actonma.gov.