

Ashland Fourth of July Committee

Minutes for meeting Wednesday, July 27, 2022 @ 6:30 in Person at the Ashland Booster Club

In attendance: Kendall Hughes, David Ruell, Deb Perdue, Katrina Randlett, Caroline Gosse, Tim Alexander, Tricia Farris, Charlie Bozello

6:35—Call to order

Minutes – Minutes from the June 22nd meeting were reviewed, Caroline made a motion to accept the minutes as presented, 2nd by Tim Alexander– all in favor.

Treasury Report-lots on change in the treasury report this month. The rolling budget lists all of our expenses we have had so far. The town has transferred \$12550 out of our account to pay for the expenses that total amount spent out of the new account is \$10,588.61. The balance through the end of June is \$19004.46. The budget has been updated based on items collected. We are still short \$3295 due from our sponsors. The 50/50 raffle, add book, buttons, donations, 5K registration, and food truck vendors all fell short of our budget. The parking, banners, pancake breakfast, 5k sponsorship, all come in above budget. Katrina also edited 2 lines for income – 1 for flag pole banners, and 1 for movie concessions. On the expenses – the ad book, salmon press, chum, fireworks, entertainment, radio station, Parade, flags, prize money, stamps, toilets, and unanticipated funds all cost less then what we had budgeted for. We overspent on the buttons, Mary Ruell Award, printing and graphics, and 5k tshirts. There are a few more expenses to enter in, the printing is over budget because we did not budget for the cost of printing flagpole banners.

The current balance is \$33,382.96.

Banners – 4 banners were stolen – 2 from the backstop, and 2 from the tennis court. The police have located the banners, building a case, and will prosecute.

What went well – we received many compliments from both new families that came for the first time, and locals who have come many times, all events were well received. Caroline thanked Deb and Katrina – her family felt we were really efficient at all events, but especially with the funds for 50/50 and buttons. The brochure was late being delivered but it actually worked out really well so that it was heavily distributed the week before next year focus on the hotels, campgrounds, and restaurants. The music was in a great spot this year and could be heard all over. The truck stage that Belletetes brought when Chris Whites didn't arrive was super helpful it lifted up the sound so it could be heard all over.

What we should change or do better – The food trucks that we had did well, but the lines were long, we could do more trucks if we utilized the ice rink. Buttons – bring price back to \$1.00. In the parade it would be nice if the selectman and other town committees joined in – reach out to town manager to see if he will help with this, Charlie suggested reaching out the newspaper ads to a wider range like The Laconia Daily Sun – they did do an article leading up to our events. The police escort really just showcased that we were leaving something in the office when we dropped it off, no one pays attention to Deb and Katrina when they walk alone, but lots took notice when we walked with the police chief. Desperately need more help. The fireworks are supposed to start with bombs bursting in air but it never starts that way – next year lets just let the singer sing before the fireworks start. The movie we expected an older crowd, but got a younger crowd and 8:30 is really too early to start so it got late quickly – perhaps move this into the gym or somewhere so that it could start earlier, the suggestion was also made to do it in the spring or fall as a fundraiser for our events. Eventbrite which is the sign up for the 5K needs to be adjusted a little – the time frame was confusing the way it printed on a sheet, made it seam that you needed to be there at 7:00 am. The portapotties need to be in a different spot so they are spread out on both sides. Need to have a conversation with the police department about pets- if they are not going to make people leave with their dogs then we are not going to police it. The touch a truck vehicles should be required to have chalk blocks under their tires. We need more of a wrap up –

Charlie will come up with a plan for this, he would like the media more involved in getting our event out. Charlie is going to come up with a plan for the next month, that includes a wrap up of events, and leading up to the event so it is more publicized with press releases. The skits were done from the ground and very hard to hear. Suggestion for Mary Ruell is Steve Heath and Grand Marshall is Cyrus Gray

Other – we need to check with the school and get a new school contract going to shoot off the fireworks
Thank you notes – Kendall suggested we send out Thank you notes to certain people who were essential in helping our event be a success. We added some names to this list, Deb, Katrina, and Tricia will work together to make sure these are all done.

Next meeting 8/24 – We will be discussing new board positions; it was decided that Wednesday really works best for meetings.