

Ashland Fourth of July Committee

Minutes for meeting Wednesday, September 28, 2022 @ 6:30 PM in person at the Ashland Booster Club

In attendance: Kendall Hughes, Caroline Gosse, Tim Alexander, David Ruell, Charlie Bozello, Deb Perdue, and Matty Leighton

6:32 PM – Call to order

Minutes

The committee voted unanimously to table the minutes from August until the October meeting.

Treasury Report

- The current bank account balance is \$36,372.38. All expenses for the 2022 celebration have cleared.
- Revenue from the 2022 celebration was \$2,812.71 over budget.
- Expenses for the 2022 celebration were \$771.77 under budget.

New Events/Things to Budget For

- The committee is considering extending telephone banners farther from the center of town, since last year demand exceeded availability. If we do this, we might be able to offer as many as 100 more banner spots (80 were available this year).
- The committee is considering changing the format of the ad book to a poster. This would reduce printing costs. We could add a QR code directing people to the website.
- The committee discussed adding a cornhole tournament on Saturday, or perhaps even on a different weekend earlier in the summer. The tournament will raise funds through entry fees and concession sales.
- The committee has been approached about adding a Battle of the Badges softball or kickball game (Fire vs. Police). The committee discussed expanding participation to include different town departments, or even community groups. Kickball is an attractive option because it's accessible to all ages and ability levels and doesn't require equipment.

New Budget Items

- The committee has received the fireworks quote for 2023, which is \$17,000, and is preparing to make payment (funding was previously approved).
- Our vendor has been acquired by the largest fireworks vendor on the East Coast, Pyrotecnico, but the acquisition will not affect our vendor relationship or the quote we already received.

Theme Ideas

The following themes were previously suggested:

- 1776
- Women's Rights
- Jurassic Park
- Fun in the Sun
- Cotton Candy

The committee added:

- The Constitution
- America the Beautiful
- American Heroes

The theme should be something that can be represented on parade floats. To solicit more suggestions, committee members will post a call for ideas on the committee's Facebook page and the What's Happening in Ashland, NH Facebook page.

Award Nominations

The committee discussed strategies to solicit more nominations. Nominees should be an individual or group who has contributed significantly to the Town of Ashland. David Ruell will place a notice in the paper asking for additional nominations, with a deadline of 10/26/22 (the committee's next meeting). Deb Perdue will post requests on the committee's Facebook page and the What's Happening in Ashland, NH Facebook page, and will also ask the town to post the request on their site.

Other Business

- The committee agreed that Deb Perdue may begin registering food trucks for the 2023 celebration at a fee of \$300 each.
- The committee agreed to invite the Elvis impersonator who performed two years ago to come back in 2023.

The next meeting is Wednesday, October 26, 2022 at 6:30 PM in person at the Ashland Booster Club.

7:27 PM - Meeting adjourned

Respectfully submitted by Matty Leighton