



375th Anniversary Celebration Committee July 26, 2017 ~ Meeting Minutes

Members Present: Chairman – Mike Costello, Vice Chair – Connie Wenzel Jordan, Kim Fagundes, Jake Kramer, Cheryl Gouveia, Cynthia Lee, Andrew Carden, Ken Abrams, Jean Grota, Neal Harrington, Elaine Amaral, Frank Cardoza, Joe Nunes, and Laura Schwall

Guests: Eric Johnson – Owner Anawan Pharmacy; Bill Dalpe – 350th Committee Parade Chairman; Selectman Gerry Schwall; Breed Expo Members: Donna Spellman and Ray Viau's son.

Meeting came to order at 7:00 pm.

Motion: Cheryl Gouveia made the motion to accept minutes – seconded by Neal Harrington – approved unanimously – at 7:02 p.m.

375 Logo - Chairman Costello complimented Vice Chairman Connie Wenzel-Jordan on her designing of the 375th anniversary logo. Mike commented that the image can be sized up or down easily. The image can also be combined with town logo. The logo will work well with the committee's various uses they are discussing such as logo wear – stationery – website, etc. Mike and the 375th Committee loved the logo stating it is clean, simple, and elegant; just perfect! Connie also commented that the graphic can be used on the back of the 375th commemorative coin; similar to the 350th coin.

Golf Tournament – Ken Abrams visited all the local golf courses and all but one have committed to participating in the event so far. Six golf courses will be included in this event. All courses will have a mini course and all courses will start the tournament at 1:00 p.m. August has been suggested as the target date for this event. This event will require a huge amount of time to pull it off successfully. We will also need to get the help and support from other organizations in town. Ken will spearhead the event with Joe Nunes and Lions Club – Ken will develop a subcommittee and get things in motion.

Ball Committee – Jean Grota – Cheryl Gouveia and Laura Schwall will spearhead this event with possibly the assistance of Kathy Conti, who was absent this meeting.

5K – Good Fundraiser – Partner With School? September / October done for 3-years. School runs the event and we get publicity. We can have a vendor table.

Harvest Block Party – Booth this year – Dunk tank both years 2017 & 2018 – fundraising for the 375th. Suggested we have a schedule of who is getting dunked when and charge a fee for chances.

Kim Fagundes said she would be willing to donate all the 2018 profits to 375th committee for events she/her business (Fun on a Bun) participates in.

Clam Bake – Should we pursue as a committee? RAS – Francis Farm – willing to do – we could do the ticket sales and get a cut. Suggestion was \$50/per person. Joe Nunes stated we should have this event during the summer if we are concerned about price; clams are less expensive then. We will need to check with the Foley Family to see if an event can be scheduled for next year. They can accommodate a large number of people.

Commemorative Book – Connie stated that it will be a lot of work to pull off, but can be done. What type of book do we want – coffee table book with beautiful photos - history book? It was suggested that a subcommittee be formed to decide content. Frank Cardoza suggested possibly talking with Rehoboth residents and discussing their passions and incorporating those interviews into the commemorative book. Connie said the spin of interviewing people does not exist and is a very interesting idea. Frank Cardoza – Volunteered to be in charge of this committee.

375th Calendar – It was suggested we try put together a calendar for 2018 and list the upcoming events on the calendar. We can also create a calendar for the following year; reflecting on the events and using photos taken during the 375th celebrations. We can contact Earl Dias for photos, we can also put the word out to other photographers in town. We need to get a list of events for 2018 calendar ready by October so we can prepare for printing. Possible places to sell ~ on website – library – Anawan Pharmacy .

This could be a very positive step in driving people to the website resulting in their donating to the 375th events. Once people know something is for sale – it will drive the website. We need to get a social media program established to push the sales on the website. Pay Pal – will be put on the website. There was a code conflict issue, which has been resolved.

Carnival/Circus – This is a no brainer and very profitable. The committee will contact Dick Georgia, Rehoboth Reporter, to see if he is willing to chair this event. The Reporter sponsored the carnival/circus for the 350th anniversary.

Concerts – Park Commission has already scheduled four concerts for this year. Another venue could be Golf Hall and there was also a concert at the COA where the band played under the drive-up awning and guests sat on the front laws. Joe Nunes suggested we incorporate concessions at each of our events to help fundraise. Mike suggested we also have t-shirts and other memorabilia for sale at all events. It was also suggested we consider using local talent for the concerts. We might also consider having a volunteer walk through the crowd during the concerts and pass the hat for parade donations.

Home Depot – Kim Fagundes contacted Home Depot regarding donating materials to build a stage near the Gazebo on Redway Plain. Home Depot will need a letter from the town/committee to get the process in motion. Ken Abrams is on the Park Commission, he will check with Parks group to see if they will give us a letter for Home Depot authorizing/requesting the start the project.

Rehoboth Breed Expo – Donna Spellman & Ray Viau's son came before the board with a suggestion for the 375th Committee. Ray's son was at the meeting, instead of Ray, as Ray has been in hospital for a couple of weeks. This year August 6th from 9-4 the Rehoboth Breed Expo will take place at LaSalette Shrine. They will have 24 demo horses, riding demonstrating, booths and a kids area. This year they will be having a Rodeo exhibit also. Tickets are \$8 adults; kids 4 and under are free. The Rehoboth Breed Expo would like to have the 375th Anniversary Committee piggyback on their event next year. We could have a booth at their event and offer logo wear and other items we may be selling. They even offered to "Up Fees" by a dollar or two and donate the additional ticket price to 375th Anniversary Committee. They usually draw about 800-1,000 cars to their event. This is not a labor intensive activity for the committee. The committee liked the idea and would like to at least get a booth at the August 2018 Breed Expo. They will also look to see if there is a spot in Rehoboth where they can accommodate the 800-1,000 cars and guests for next year. LaSalette agreed to give the Breed Expo a "one year sabbatical" for the event if they can find a place.

Pasta Night – Fundraiser ~ Rehoboth Anawan Lions annually holds a Spaghetti Supper at the Seekonk Gun Club in October. Laura and Cheryl will see if we can put a 375th Anniversary spin on the Lions event. It was stated that pasta fundraisers are quite profitable. Therefore, ideas were shared for venues that could hold large groups for a Pasta night. The American Legion holds about 120. The Holy Ghost – Portuguese Club was suggested as a possible location; it can hold about 180. Kim can ask Pastor Sarah at the Congregational Church. They have a kitchen – dining area and ample parking in the back by the Carpenter Museum. We can also do a couple "seatings".

The Pasta Night fundraiser could be a good starting point for seed money for the 375th Committee. Now is the time to organize for this fall. Connie stated that St. Nicholas in Dighton has a large room and kitchen. Hillside Country Club was suggested by the group with a capacity of 225-max. However, if we chose Hillside, we will have to pay for the facility and the Chef as we are not permitted to cook ourselves. Rehoboth Country Club also has a large room and a kitchen to use as well. Jake stated the American Legion does one spaghetti supper every three months. He said the Legion also hold a breakfast once every three months. The Legion has a meeting next Tuesday; Jake & Ken will bring up supporting the 375th Committee at their meeting to confirm they will be able to incorporate the 375th Anniversary Committee in some way.

Taste of Rehoboth – Vendors from restaurants and catering venues in Rehoboth to participate. Possible venue suggestions were, Seekonk Gun Club and Goff Hall. There was a concern that Goff Hall did not have kitchen facilities; however, this event will be catered so we can use Goff Hall as a venue. Mike said we may want to include other town vendors/restaurants/caterers, since Rehoboth was much larger 375 years ago. Mike will chair this event – anyone interested in helping him are welcome. If we chose springtime for this event, it can be done outside with tents. Another possible location is the D-R High School gym. It was noted that we can sell liquor at the gun club but not at the schools. We should consider getting a one-day liquor license to sell beer and wine at this event.

Agricultural Fair – We need to get the 4H involved. Need to stagger so it is not close to the Harvest Block Party. Maybe sometime in the Summer.

Use of Redway Plain for 375th Committee Events: Mike suggested buying the farmer out at Redway Plain for the anniversary year. If we do, then we can utilize the field for the majority of our events without having to schedule around the planting and harvesting of the hay.

375th T-Shirts Available by Block Party: Graphic Inc. – Rehoboth resident and owner of Graphic Inc, Nelson Silva, is working with Ken Abrams to get at least 150 t-shirts printed in time for the 18th Annual Larry Procopio Harvest Block Party. Graphic Inc. will donate ink and setup charges.

Licensing Fees & Vendors: Connie suggested we consider charging vendors a “Passive – Licensing Fee” to use our 375th logos. Connie said Joe Carpenter did the design on the back of the 350th t-shirt that the residents loved. Connie said there is another artist in town, Melissa Treichler, who created an absolutely beautiful image for the litter prevention initiative. Connie said Melissa may be willing to do another image like the “Take Back Rehoboth” image that Joe Carpenter did. Maybe we want to use Melissa’s image she created for the litter program. Connie will discuss further with Melissa.

Erik Johnson – Anawan Pharmacy – Erik asked the committee where they plan to sell their logo wear? Erik offered Anawan Pharmacy. He liked Connie’s licensing piece. He suggested the committee let the businesses do what they want to do but we collect royalties on the 375th logo. Golf courses – golf balls – pizza boxes, etc. could all promote the 375th Anniversary and we can collect the royalties. Erik suggested we get the businesses in Rehoboth involved. Invite the businesses to our next meeting. He said this is easy money for the committee with no effort on our part – just collecting. Entice vendors – the vendors can give Connie a code, which she will put on the 375 website and the sale will go directly to their account.

We will need to have town counsel write up a licensing agreement stating that we (375th Anniversary Committee) gives approval on what they are selling with our logo.

Town T-shirts – have them available to order online through pay pal.

Bill Dalpe asked who the committee is considering for Parade Chairman. Mike said he would like to see former D-R Band Director, Doug Kelly. Bill said during the 350th Parade, the best band he had was Boston College – they are expensive, but they were great. Bill suggested the committee go to the Bristol Parade and ask for suggestions from Tony Medeiros. Tony provided a wealth of materials to Bill and his committee when they were working on the 350th parade. Bill Dalpe dropped off additional 350th Anniversary materials, inclusive of the 350th paperweight to be preserved in the town hall vault. The 350th Anniversary documents will be stored in the vault for the committee to review and use as a suggestion/guide if they wish.

Soapbox Derby – Jim Muri – Boy Scouts – Mike & Cheryl were appointed as Chairs of this committee. It was suggested we may want to combine some events such as the soapbox derby and harvest block party.

Charity Jail – Fundraiser – arrest people and people need to bail them out. It is a fun thing to make a little money. A person is arrested and the business/group/organization will have to pass the hat around to bail the individual out.

Official Town Crier – this individual goes to other events/meetings around town to advertise the upcoming news of the 375th committee. Andrew Carden is up for the challenge.

Grown In Rehoboth – This event can include actual produce – tattoos – beards – hair, etc. Rehoboth residents would enter the contest for a fee. It is a play on “Grown in Rehoboth” theme and has some potential to be fun. It could include a lot of people, who will in turn get excited about our event and promote it to their friends and family. We could combine this event with the clam bake.

Community Yard Sale – Could sell spaces for residents to sell their items. We could also get a giant shredder and combine the events. We should also consider adding entertainment, food and merchandise to all our events.

Time Capsule – 325th 350th – Check with Arthur Tobin to see if he knows where the 325th time capsule is buried. Richard Barrett is currently converting videos to DVD and noticed Arthur in the videos. Another suggestion is Perry McStay Funeral Home – they donated coffin; they may know the location. Elaine Amaral suggested a yearlong contest, at the schools, where the children could win being able to choose an item to place into the time capsule.

Parade – The committee liked the “take back Rehoboth” promotional campaign they used to get bands from our original towns to donate their time and resources to our parade. The minute men approached towns at their Board of Selectmen meetings and officially took back Rehoboth. The only way they could get their town back was to donate to the parade in some way.

Poetry Contest – This is a great way to engage with schools. This is also a great way to get the children involved in the history of our town. We will not make any money with this event, but it is a nice gesture, which could get a lot of people involved in our Town’s celebration.

Keep Rehoboth Beautiful – Mike will contact Abby Abrahamson, the newly appointed Litter Prevention Coordinator. The committee suggested Mike also contact the Rehoboth Businessman’s Association as they have done community cleanups in the past.

Donation Suggestions – A boot drive at the corner of 118/44; possibly during the Harvest Block Party also. Could also place donation canisters around town such as Dunkin Donuts and other businesses. It would be nice to put a “Thermometer” at the intersection of 44/118 to highlight our fundraising efforts. There is a town easement by the “birthplace of public education” sign.. A sign should be placed there with the goal of \$100,000 by October 2018. The sign can then be updated after each event to show our progress.

Commemoratives Committee – we may want to consider outsourcing the merchandising. May want to put historical town buildings on “Rural Rehoboth” ornamental-wine glasses. We can solicit the artists in town to create and sell their designs.

Erik Johnson of Anawan Pharmacy was recognized to speak again. He would like to help spark the 375th donations by creating and selling a 375th Anniversary blanket for the town of Rehoboth. He would like to have the blanket available in his store by the holidays. Erik will need permission from committee to use the 375th logo. The pharmacy would like to do what they can do help promote our 375th Anniversary and would love to partner with us to get the logo wear created.

Erik Johnson of Anawan Pharmacy (continued)

Erik has the network in place to create the merchandise we discussed. If we purchase the items – Anawan Pharmacy will offer them for sale. If the committee is not opposed, Erik would like to use the 375th logo to promote our event. Connie agreed to e-mail the 375th Anniversary logo to Erik. Erik said Anawan Pharmacy will commit to anything they can do to help with the 375th Anniversary retail sales. Erik stressed to the committee that they need to involve town businesses and have them find ways to support the 375th.

Banners – Jake suggested we purchase a banner to go across Redway Plain – 44 area. As people drive by, they will start to recognize the 375th Anniversary. Jake will work with Connie to get something going now to spark the awareness. Jake generously offered to fund the banner costs upfront to get the project going. Jake will work with Connie and Mike on the design.

Logo Upgrades - Connie will bold the “Rehoboth-Massachusetts” 1643-2018 – Connie will update design and e-mail to group.

Kim Fagundes’ – Ideas/Suggestions

- Build a Stage by the Gazebo and hold a big event each season.
- Tree lighting – ice sculpture contest
- Winter – fire pit marshmallows hot chocolate
- Polar Plung – March – Special Event
- Spring – Old Fashion – Beer Garden
 - Tug of war
 - Quilting
 - Pie Contest
 - Battle of the Bands
 - Three Legged Race
 - Log Splitting
- Summer – Carnival
 - Hot – Kiddie Pools – Tents for adults
- Bingo - Fundraiser – Sell Food at the Senior Center
- Scavenger Hunt
- Game Night

Mike Costello said he would like to also see a “Kids Day” at Redway Plain

Next meeting is scheduled for Wednesday, August 9th at the COA-Senior Center at 7:00 p.m. It was suggested we invite the Rehoboth Business Association to the next meeting. We should also send out letters to the various organizations in town to have them consider ways of promoting the town’s 375th event. The example was given that the Antiquarian Society’s Carpenter Museum holds an Annual Strawberry Festival. They can incorporate our 375th Anniversary theme potentially stimulating higher attendance at their annual event and in turn, the Antiquarian Society can donate to our committee in support of our 375th celebration.

Motor Cycle Run – It was suggested that a motorcycle run could raise a lot of money. Jean stated she raised over \$5,000 in an event she was involved with.

Motion To Adjourn: There being no further business to come before the board, Cheryl Gouveia made the motion to adjourn the Wednesday, July 26, 2017 375th Anniversary Celebration Committee meeting. Neal Harrington seconded and the committee unanimously approved. Meeting adjourned at 9:22 p.m.

Respectfully submitted,



Laura L. Schwall

Meeting Minutes Approved (date and time): Date: Aug. 9, 2017 Time: 7:15pm

Signature of 375th Anniversary Celebration Committee Chairman
after minutes have been approved:



Michael R. Costello - Chairman