

Town of Amherst, NH
Thursday, May 25, 2023
Amherst Town Hall, Barbara Landry Meeting Room 6:30
2 Main Street Amherst, NH 03031
Amherst Fourth of July Committee Agenda

Meeting called to order at 6:35

Approval of minutes

Liz moved to accept the May meeting minutes, Katherine seconded. Unanimously approved.

Housekeeping

- Will look into making it possible to download the registration forms from the Town Website

Treasurer update

- The committee has collected \$5830 in non-town funds to date.
- We receive \$8000 from the town.
- New costs over last year: sponsorship banners, 2 extra porta potties, T-shirts for volunteers with sponsor logos
- New donations have been extremely helpful and with them we should be within budget this year.
- This year's sponsors include Bangor Savings Bank, Moulton's, Dovetail Dental, Ciardelli, HPM Insurance, Fidelity and the Lions Club. In addition, we've received \$710 in donations from individual citizens as well, helping us cover the rising costs.

Fundraising

- **Publicity for sponsors:** Peter M is working on banners. Discussed making banners for new sponsors as well as larger banner with all sponsors listed. Deb and Katherine will go to shed to gather banners. Katherine will announce all sponsors during parade. Discussed making tee shirts with new 4th of July logo on front and sponsors on back. Discussed whether to give volunteers tee shirts at the event to wear or in advance. Committee determined that giving shirts day of is best. Liz has been posting thank you notes on social media for each sponsor.
- **Ciardelli fundraiser.** Fundraiser to be held June 17 from 10-2pm. Deb, Chris, Katherine will attend. Others TBD. Larger signs have been made and will be placed around town the first week of June. Information has been sent to Town Hall, the Citizen, local organizations and posted on social media. Deb will send flyer to library and hang flyers at local organizations.
- **Supermarkets:** Letters of request have been sent to MB and we will deliver letters to Shaw's and Hannaford. These donations will be used for drinks and condiments.

Logistics:

- **Stickers:** Samples have been made for a sticker that represents theme. Committee approved sticker design. Suggestion was made to make car magnets as well. Deb will price and order.
- **PA system:** Students are set to run PA. Will meet with students in June prior to the event.
- **Parking on 3rd and 4th:** CERT will run parking on third. George B will run parking at Wilkins. Parking near green and handicapped volunteers for green TBD.
- **Recruit volunteers:** Flyers will be posted on social media to recruit volunteers. Committee has reached out to scouts and volunteers from last year. Committee will reach out to the high school for help recruiting volunteers for community service.
- **Publicity for event:** Flyers with details and also an overview of special events will be sent to Citizen prior to June publication date, will be posted on social media and town website. Overview flyers printed and hung around town.
- **Update on coordination** Committee has spoken with DPW, fire, police and school admin for support on 3rd and 4th.
- **Porta potties:** Decided to have porta potties on fourth as well as third. PortaPotties will replace use of the Congregational Church
- **Update food prices:** Price of pizza has increased to \$12 for cheese and \$13 for pepperoni. Sal's will provide pizza on third and Moulton's will provide pizza on fourth. Committee discussed amount of pizza to order on third as we sold out very quickly last year. Discussed whether to offer quantity discounts and decided against this practice for everything except for slush. This decision was made based upon feedback that calculating the discount made it difficult for cashiers which caused delays and longer lines. Discussed prices for food items and will continue conversation at next meeting. Committee needs to increase prices due to increased costs. Will work to keep prices reasonable for families.

Third

- **Entertainment updates**
 - Facepainting confirmed. Will run 5:30 – 7:30. Sponsored by HPM Insurance. There will be a tip jar, but painting is free.
 - Bryson Lane, the juggler will start at 6:30.
 - Rock and Blue band, Shoebox Rock will start at 7:15.
 - The Amherst Town Band will start at 8:15 and run until dusk.
 - Fireworks contract has been signed.
 - The Roaming Railroad will not know if he can be available until mid-June. So this is a maybe.
 - The Balloon is scheduled.
- **Food updates**
 - We will order extra pizza this year and extra drinks, especially water.
 - Price will be increased to \$25 for the full pizza pie.
 - Ordered 700 cups of Jakes ice cream to be sold on the 3rd and the 4th. These prices went up too so we will charge \$5 per cup. Easier for change as well.
 - The Fire Dept. will be offering hamburgers and hot dogs this year.
- **Logistics** (freezers, use of schools, items from shed)

- We will see if Jake's can deliver the ice cream on the Thursday or Friday before so we can have it already in the school freezer for the 3rd.
- We need to make sure we have enough extension cords (2 for freezers, 2 for band?)
- Need to purchase glo-sticks and decide on pricing. Pricing volume discounts were very confusing last year.
- Need to find ~20 volunteers:
 - Pizza sales: Bangor Savings Bank staff had said they would help
 - Balloon: 6 people
 - Ice Cream sales: 5 people (2 shifts, floater)
 - Slush sales: 4 people (2 shifts)
 - Glo-stick and sticker sales: 2 people
 - Information booth: 2 people
 - Roaming Railroad (if happening) 1-2 for ticket sales

Parade and green

- **Reviewing stand ceremony finalized.** Discussed when to announce winner of puppy contest. Information will be provided to parade announcer prior to event with final details provided the day of the event.
 - Two 9th grade students have been selected to read the Declaration of Independence at 9:30am. Looking for one back up student in case one gets sick.
 - Pledge of Allegiance will be led once the dignitaries have gathered on the bandstand.
- **Parade participants:** 27 participants including 5 bands, mini-kars, clowns, circus, local organizations, and reenactors. Police, fire and politicians are not included in this number.
- **Antique cars and float coordination:** Additional outreach has been made to local organizations to create floats with two parties potentially interested. Antique car publicity is moving forward. Confirmed that past Citizens of the Year will need transportation at the parade.
- **Puppy contest** will be held at Knights Field at the same time as bicycle contest. First, second and third place will be awarded for most patriotic puppies. Will speak with the BOS to see if someone would like to judge the puppies. First place will be announced and walked across reviewing stand.
- **Artists/artisans:** This year there will be a blacksmith, a beekeeper, period musicians who will play music from the Revolutionary period, spinning and weaving. We have received registration for 9 artists this year. To encourage timely registrations there is a \$10 late fee for artists if they don't register before June 1.
- **Green Update.** Beginning this year the 4th committee must submit a formal request to use green, provide a listing streets to be closed for parade, disclosed the use of porta potties, provide a listing food sales, etc. Once this is approved by BOS committee can work with DPW, police and fire. Additional regulations are in place for insurance as well. Anyone selling food has to provide additional insurance with The Town listed as insured day of event.
- **Food**
 - We will plan on separate water sales on the 4th so people don't have to wait in the food & drink line
- **Green booths**
 - We have received 16 registrations for booths on the green.

New Business

- Quickly Reviewed to-do list items for June

Adjournment

- Motion to adjourn was made by Cerise at 7:58, Kim seconded. Meeting Adjourned.