

Village of Martin's Additions

CENTENNIAL COMMITTEE

Notes from meeting 12/21/2015

Attendees: Naomi Naierman (Chair), Richard Krajeck, Michelle Malloy, Village Manager Tori Hall, Assistant Village Manager Beth Boa

- Agenda:
1. Update on logistics
  2. Talent search
  3. Program
  4. Marketing
  5. Next steps, including to do list

1. Logistics

The celebration will be from 2-5 pm April 17, 2016.

Start serving food/drinks at 2

3:00-4:00 program

4:30 present and serve cake

Michelle Malloy discussed developing an RFP for caterers on the list from the Woman's Club of Chevy Chase. She will ask for bids on a group of 200 adults costing \$35/person. There is a budget of \$20,000 for community events. We have spent \$3200 on the venue. The contract is signed and returned with deposit to WCCC.

The caterer will provide: canapes, a small "birthday" cake, and will serve prosecco, wine and beer purchased by the Village or by a resident. Caterer will cut and serve sheet cakes

- check if Village can buy alcohol from Costco in VA
- Village will purchase sheet cakes with Village map design
- Michelle will contact Perfect Settings for rental of green linens

Food trucks to serve pizza, soda, water, ice cream. Estimated cost will be \$500 for pizza/beverages and \$375 for ice cream based on Halloween party.

Decorations: use plants and trees either donated or purchased. Try to get native plants that can be planted in Village after the celebration.

- Tori Hall ask Paul Wolfe about providing plants
- Beth Boa ask Cris Fleming about list of native plants to use

Hire clown to entertain children

Set up WCCC with chairs in front of stage (180 chairs available) and a couple tables behind them.

2. Talent search

Beth Boa contacted BCC HS music department about VMA students that could perform at the celebration. Has not heard back.

Michelle Malloy will contact resident music teacher (Lois) to ID possible students to perform

Naomi Naierman's husband is a singer, could perform

Michelle will ask her husband to draft a piece about VMA

Richard will ask Peggy Eastman about her poem

3. Program

Theme: Cozy village

Find local resident to Emcee the event (introduce videos): Terry Lierman, Keith Allen, Kathleen Joyce (Michelle will ask her)

We can rent the 70" TV screen to set up in a side room with videos

Slide projection screen can be used on the stage as well

- Richard Krajeck and Naomi Naierman will set up a meeting with Rich Bloom to explore how to produce the video/slide shows.

Topics of presentations:

- poem (Peggy Eastman)
- history of VMA up to incorporation
- architecture
- old trees (public health aspect)
- Tori or Beth touch base with our arborist and Arthur Alexander to see if they would work with us on a slide presentation that includes the evolution of the trees canopy in our village and the public health value of our tree as cited in the Canadian study that Arthur presented at the Council meeting.
- Residents submit photos of VMA trees for slideshow

Possibly raffle off donations from Village residents/businesses/La Ferme

Garden walk: Naomi suggested having a garden walk; could advertise at the celebration and hold it the next weekend.

4. Marketing

Develop logo possibly using old picture of Brookville Market area

Start sending “teasers” every 2-3 weeks, attach videos that will be on Village website

- Beth send out save the date email to residents

Encourage residents to send in their own videos

Develop and deliver flyers to homes in March

Send invitation from Constant Contact 6-7 weeks out: join Village dignitaries with music by .... To celebrate our cozy Village

RSVP by April 1

5. Next steps and To Do list

Centennial Committee will meet again mid-January 2016

Will present update to Council on budget, program and communications 1/21/16

Richard: Set up meeting with Rich Bloom and Naomi to discuss video/slide production

Contact Peggy Eastman for copy of poem

Naomi: Meet with Rich Bloom about video/slide production

Start identifying talent for videos

Continue working with the speakers that we have thus far identified and those we might recruit.

Michelle: Develop RFP for list of approved caterers with office assistance

Michelle will contact Perfect Settings for rental of green linens

Contact resident music teacher (Lois) to ID possible students to perform

Ask her husband to draft a piece about VMA

Ask Kathleen Joyce to emcee

Tori: Check if Village can legally buy alcohol

Ask Paul Wolfe about providing plants

Beth: Develop logo for marketing

Ask Cris Fleming about list of native plants to use to decorate

Follow up with BCC HS music department about VMA students that could perform

Touch base with our arborist and Arthur Alexander to see if they would work with us on a slide presentation that includes the evolution of the trees canopy in our village and the public health value of our trees as cited in the Canadian study that Arthur presented at the Council meeting.

Send out save the date email to residents

Update website with historical photos of Village