

Berwick / Somersworth

2019 Parade Committee - Meeting Minutes

September 16th, 2019 6:00pm
Somersworth City Hall - Conference Room

In Attendance: Katelyn Carrington, Russ Timmons, Chris Smith,
City Councilor Nancie Cameron, Dawn Ouellette, Liza Coco, Beth Poulin, Lindsey Gagnon

1. Call to order
 - a. At 6:00
2. Parade Date: Saturday December 7, 2019 (always second Saturday in December)
3. Parade
 - a. Theme
 - i. Berwick chose Rock and Roll as the theme for this year. Discussion was concerned as far as to how Berwick would like it spelt out (Rock & Roll, Rock N Roll, or Rock and Roll) Beth will ask Beriwck how they would like it spelt out.
 - b. Grand Marshall - Somersworth to name
 - i. Ideas for grand marshal included:
 1. Eric Momsen
 2. Dave Roberge
 3. Somersworth High School Band
 4. Acoustic Radio
 5. along with names discussed from 2 years ago
4. Gala (now to be called Block Party)
 - a. The committee felt the term Gala hasn't been effective for marketing or informing the public about the after parade activities, so the decision was made to call it a Block Party instead of a Gala.
 - b. The layout and location of the Block Party was also a big topic. Looking to make the event have a cozier and more centralized feel is the goal. The plaza was a consideration but not having access to power and proximity to the fireworks would be an issue. It was also discussed that the location it was a few years ago between the library and the old bank was a nice location and could be a nice layout if the Christmas tree was able to be placed in this area as well. Chris Smith said that he would speak with the public works director regarding this.
 - c. Another hope is to rent a large tent for those attending to be under during the event. This would allow for less concern regarding rain or snow fall and allow for those attending to stay no matter the weather. Additionally this would require less clean up for committee members if the tent was rented as the company hired would be responsible for putting up and taking down the tent.
 - d. Liza will work on firming up this years DJ as the committee did not enjoy the DJ from last year last year. She will also start to compile the entertainment line up.
 - e. The committee is going to ask the ice sculptor back again and are considering other options for the fire entertainment if that is still wanted. Lindsey suggested a fire juggler and said she would look into the cost of that.
 - f. Chris confirmed that Jenne Holmes will again be able to moderate the live TV broadcast of the parade.
5. Sponsors
 - a. Lindsey will update the letter and sponsor sheet within the next few weeks.
 - b. Need to think about ideas for others who may sponsor to bring to next meeting.
6. Other
 - a. Lindsey will add the parade on social media as she did last year.

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- b. Discussed the budget and where we are at financially for this year already. Something that the committee is looking to do this year is budget better on the print media items (signs, flyers, and so on) as some of the signage was unnecessary or over printed in years past. Additionally it looks as though some of the vendors may have not been paid last year. Lindsey will check her records and verify with the city finance director any possible discrepancies.
- c. Next Meeting Date: October 7th 6:00pm at the Somersworth City Hall

Meeting adjourned at 6:48pm.

Respectfully,

Lindsey Gagnon