

375th Steering Committee

5 September 2012

Chair Report

- Add new Event VC Bob Hamilton
- Parade VC – John McMahon
 - The parade: a major effort on its own
 - All other events through Bob
- We will need a new secretary
- Made contacts with Navy, Navy Band, Naval War College, other local military, Senator Whitehouse, Senator Reed local legislators, RWU, others who may help
- Have or will send emails out to other town organizations asking their support
- Held many subgroup meetings to discuss specific areas
- Want to keep all SC advised of what we are doing

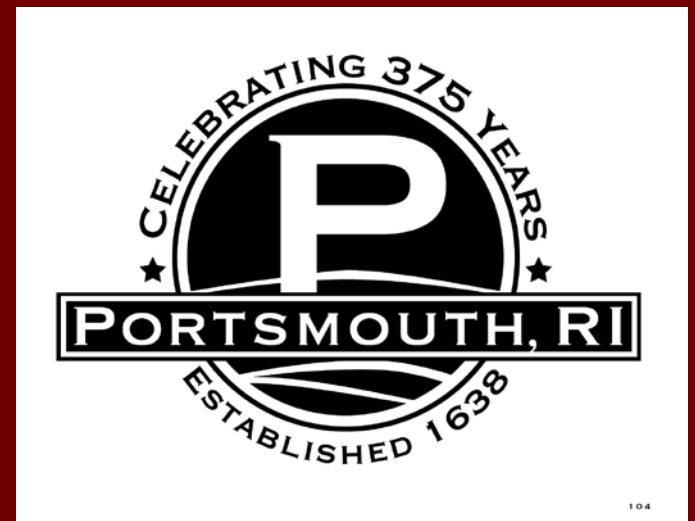
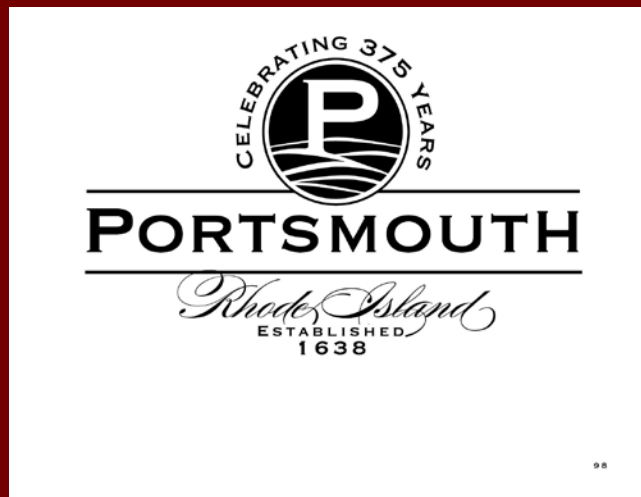
Slogan Submissions

- Small town life, big town pride
- Hope and Courage for Generations
- Portsmouth, growing from roots of liberty
- Old or Young...live as one.
- Founded on Freedom...Living in Liberty
- Forged on freedom, hardened by revolution, 375 years of liberty/community
- Portsmouth RI, First in Freedom
- Cradle of Hope, Life of Liberty
- Community of one for 375 yrs
- Discovered Democracy, Freedom 375 years young...
- Discover Democracy, Discover Freedom, Discover Portsmouth.....

Slogans II

- Welcome to Portsmouth. Beauty, History, Community
- Small town living at it's best
- Home of the American Idea
- Birthplace Of The American Idea
- Fairest Of Towns
- American democracy was born here
- Gateway to the sailing capital
- The birth and prudence of democracy
- Honoring Our Past, Composing Our Future
- Proud Heritage, Bright Future
- Portsmouth: Iconic (or Classic) New England

375th Logo Proposals



Where we are: VC Reports

- Finance
- Fundraising
- Publicity
- Parade/Events
- Schools
- Business
- Town

Key Issues - Volunteers

- We need more help
- Must get other groups involved in developing events
- Organization:
 - Separate Parade and Events VC's
 - All create their own subcommittees to help
- Reach out to people you know who can help
- Contact other town organizations and get their help

Action Items – Calendar (I'm working on this)

- Fill in already planned events
 - In Portsmouth
 - On the island
- Identify a couple of key weekends for large, multiple 375th events (eg. Parade, picnic, concert, fireworks, etc.)
- Populate calendar with smaller events (lectures, reenactments, plays, contests, art shows, etc.) throughout the year

Action Items - Fundraising

- Kick off fundraising campaign as described by Jane
- Accompanied by publicity and business outreach
- Design and sell T-shirts and other goods
- Solicit sponsor donors for events
- Promoting this will be part of all of our jobs

Action Items - Publicity

- Need aggressive plan going forward
- Get all media involved
- TV, Youtube, other "infomercials"
- "Portsmouth this Week"
- Interviews/articles about the 375th plans
- All can be involved but keep SC informed (sc@portsmouthri375.com email)
- Must be involved in Fundraising Campaign

Action Items - Parade

- Check with PD, FD, other town officials as needed for planning
- Pick some viable dates (get to me for Calendar)
- Pick a viable route/location
- Identify key issues:
 - Police details – cost?
 - State/DOT approvals?
 - Others?
- Get help – More Parade Committee members
- Report progress to SC regularly by email

Action Items - Events

- Need support from other town groups
- Connect with groups holding known events to see how we can connect them to 375th
 - E.g. 4H Fair, Polo, Sports Events, American Band Concert, etc.
- Find individuals/groups to organize other events:
 - Concerts, Shows, Choral groups, Dances, Sports, lectures, contests, etc.
- Provide Inputs to Calendar
- Get help – form subcommittee

Action Items - Schools

- Establish/provide school POCs for projects, events
- Identify school resources (bands, choral groups, theater, arts, etc,) that might take part in their own or other events
- Use SC members as resources for reaching out to students
- Coordinate School events with Events VC
- Keep SC informed

Action Items - Business

- Need to reach out to all local businesses
- Work with Fundraising/Publicity VCs
 - Promote 375th Celebration in local marketing materials?
 - Business Logos on 375th T-shirts?
- Find sponsors for major events, parade, concerts, etc.
- Keep SC informed

Action Items - Town

- We need the support of Town organizations
 - Police
 - Fire
 - Public Works
 - Town website
- We are not a Town Committee but will ultimately need support of Town Council
- Advise us on how to best proceed

What We All Need to Do

- Sign up volunteers to help you and work on events – Use next 375th general meeting (20 September) to bring in new people
- Fill in the 375 calendar – send to me
- Support Fundraising and Publicity efforts
- Keep SC advised of progress and problems by emails/telephone
- Status reports at next meeting (Thursday, 20 September 5 PM in Library)
- Next SC meeting scheduled for 4 October