

Ridgefield Commemorates America at 250 (RCA250)
Unapproved Meeting Minutes
Nov 20, 2024

November 20, 2024, 8 am - Town Hall Annex

The meeting was called to order at 8:00 am

In attendance: Co-chair Geoffrey Morris; members Renee Brown-Cheng, James Carone, Sara Champion, Louzette Dovaras, Elizabeth Ellis, Dawn Fawcett, Stephanie Heering, Deborah Rundlett

Guest: Hilde Grob

Absent: Pamme Jones

Approval of Prior Meeting Minutes

Geoffrey Morris motioned, and Jim Carone seconded, approval of the October 16, 2024 meeting minutes

Agenda Addition

Geoffrey Morris motioned, and Louzette Dovaras seconded, the addition to today's agenda of Social Media Manager, Merchandise, and Finance reports.

Also noted, Daniella Sikora is no longer able to participate on the committee.

Website Presentation

Renee Brown-Cheng presented a draft of the website as it is built out to date. The website's primary goal is to serve as a centralized calendar for all events and initiatives hosted by the Ridgefield 250 Committee, as well as local arts and historical organizations. Event submissions will be facilitated through a Google Form, streamlining the process for organizers. Beyond event listings, the website will feature sponsorship opportunities, highlight initiatives by local businesses, and offer merchandise for sale. The marketing sub-committee will review and approve the event submissions the committee receives.

Committee members have responded positively to the website. Future developments will include the continued buildout of current pages, as well as the addition of a historical page. This new feature will explore Connecticut's evolving history and its connection to the broader story of the United States.

Sponsorships

Stephanie Herring shared a baseline sponsorship level template. Level names will be tweaked and confirmed before going public

*Geoffrey Morris, Liz Ellis, and Hilde Glob have agreed to meet as a major sponsor 'ask' committee

January 22, 2025 Social Event

This event will ask participating civic groups and organizations to share what they are actually doing to commemorate the anniversary of the signing of the Declaration. The Ridgefield 250 Committee plans to host this social gathering on Wednesday, January 22, 2025 at 4:00 p.m. at Keeler Tavern Museum and History Center.

July 4, 2025 Pillar Event Update

No update: refer to September 18, 2024, minutes.

July 3 – 4, 2026 Pillar Event Update

The July 3, 2026 Liberty Ball will take place at Lounsbury House.

*Stephanie Heering, Louzette Dovaras and, after website work is done, Renee Brown-Cheng comprise this committee, and will create a line-item budget

Refer to September 18, 2024 minutes for additional proposed activities.

Social Media

We sent out a request for proposals to fill this position and from the handful of proposals we received back, Geoffrey Morris motioned, and Jim Carone seconded, hiring Ashley Hutchings as Social Media Manager

Merchandise

Louzette Dovaras shared hat and T-shirt samples. A budget line item will be created.

*Merchandise committee members are Pamme Jones, Dawn Fawcett, and Louzette Dovaras

Finance Report

This will now be a permanent agenda item

Jim Carone and Geoffrey Morris met with town officials on both a general and specific budget strategy.

The town has agreed to \$10,000 now, and a hard budget will be prepared for a January presentation.

Turn Ideas into Plans

We will confirm all major events that we are planning for families and kids of all ages.

*Contra dance, a Tea, bike decoration contest, tree campaign

• Next meeting: December 18, 2024 8 a.m. Town Hall Annex•

The meeting was adjourned at 9:44 a.m.

Respectfully submitted,
Elizabeth Ellis