

SQ 250 Main meeting December 7,  
2010

## Community Outreach Committee

Randy Tremba, co-chair reported the committee's plans are to solicit organizations and coordinate an array of shows, displays and events to occur throughout the yearlong celebrations. The feeling is that people are always so grateful to be a part of Shepherdstown and will be encouraged to participate in a public expression that is representative of their particular organization. This could be . . . an event -- concert, poetry reading; an item -- painting; series of events -- lectures; a new event such as an 18th century fashion show. It is also suggested that routine and traditional events may be reframed and embellished to suit this special celebration.

Calendar will be constructed, dates will be on a first come basis with an attempt to

coordinate throughout the year.

The letter to the organizations will go out January 10 with a request for response by March 1, 2011. Since some groups might meet only quarterly June 1 would be the absolute deadline to be included in the calendar. By July 1, 2011 the calendar should be fixed. The group has identified approximately 100 organizations that need to be contacted. These have been grouped according to descriptions and each of the groups will have a volunteer to follow up with contact after the letter has been received.

Signature Events and Legacy Committee  
Peter Smith, chair explained the group was tasked with 3 activities: the opening event during the Christmas in Shepherdstown weekends Thanksgiving weekend and December 3-4, 2011; the culminating event to take place November 9-11, 2012. The spirit of the weekend will be "Homecoming".

The third task will be deciding on what Legacy this committee can leave for future generations of townspeople.

The Homecoming theme for the culminating weekend will reinforce a sense of closure to the yearlong celebration. The committee will be contacting family members of the town's early settlers and asking them to participate. The churches, the neighboring towns, elected officials will be invited to participate in this final celebration. There will be a parade that will include the founding family members, townspeople to the steps of McMurrin Hall for a presentation of a time capsule or items from Shepherdstown to be saved. There are plans to try and bring a copy of the town charter by runners from Freedom's Run marathon, from Richmond, VA to Shepherdstown. Concluding the day will be a progressive dinner throughout town within the churches and public buildings.

Legacy ideas include:

- commemorative book with oral histories and transcripts from the lecture series
- historic walking tour brochure update
- time capsule
- exhibit, essays by school children "How they feel about living in Shepherdstown"
- Handmade quilt which could be displayed at Town Hall

Budget and Finance committee

Catherine Irwin, chair reported that this is a 3 person committee. They are concentrating on the financial, auditing and fundraising aspects of SQ 250.

They will try to meet with Cheryl Mills from the Ranson CVB and see how they planned for their 150th celebration. Ranson produced a book on the history of Ranson and raised the funds by sending letters to the biggest companies in the community and offering an advertising page within the

new book for the first five that donated \$5,000.00. They raised \$25,000 to offset the cost of producing the book. We might want to take some ideas from what they did. Catherine asked for each committee to submit an idea of a "soft" budget required for the next two years by December 13. The committee will make a presentation to the Town Finance Committee in January requesting "seed money". Meredith recommended that each group err on the high side, figuring it was easier to spend less than ask for more! The budget recommendations from the committees will be submitted to the SQ 250 Steering Committee and then will be presented to the Town Finance Committee in January.

The Budget and Finance Committee met with Mayor Auxer and Amy Boyd to outline the protocol for submitting invoices and to accept donations. It was determined that invoices would be funneled through the

Budget and Finance Committee from the other SQ 250 committees to the Town Clerk, Amy Boyd. Checks will be cut once a month unless otherwise needed. Any donations to SQ 250 should be made out to the Corporation of Shepherdstown with the memo on the check stating it was for SQ 250. The Town will set up a separate account for SQ 250 donations. One source of funding will be through possible grants.

### Marketing and Media Relations

Tara Sanders Lowe, chair reported that the committee is poised to begin. The greatest problem is to make sure that our message is consistent and clear. Peter Smith has supplied a comprehensive media list to the group and they will use that to issue press packets about SQ 250.

Tara showed a "save the date" business card that can be passed out now. As soon as the SQ 250 logo is determined they'll have them printed. There has been a "Call

to Artists" for development of the logo. A press release went out to the Chronicle on December 7 announcing the call for local artists to submit a letter of intent by December 31, 2010 with January 31, 2011 the date for the first draft and February 28, 2011 being the date to choose the final. The Call to Artists has also been sent to the Arts & Humanities Alliance of Jefferson County, the Washington Street Gallery in Charles Town, the Bridge Gallery and Dickinson & Wait Craft Gallery in Shepherdstown.

The marketing group discussed designing banners to be hung in town, bumper stickers, postcards, brochures, pens etc. These smaller items would be both give aways and items to be sold as fundraising opportunities.

The new owner of the Shepherdstown Opera House has expressed an interest in documenting the SQ 250 committees over the course of the next two years. It was

decided to ask him to come to the next main meeting to see if this is something that is feasible.

It was noted that there is a film of the history of Shepherdstown that was produced last year and that the sales have been slow. The group thought it might be suitable to talk to Jay Hurley about

repackaging the DVD for the SQ 250 celebration and help sell the product for the investors.

There was a question about commissioning an artist to create an art piece for the new Town Hall. David Springer volunteered to talk to the Town about placement and whether it was too late to incorporate a time capsule into the new building.

Discussion about art and Legacy also included the ideas of a large sculpture on the lawn of McMurrin, another suggestion was to have a Town fountain built. Could we do something similar to what other communities do with large painted horses



or easels like Martinsburg around town? Elise Baach asked Tara about letterhead for the correspondence going out to the organizations. A discussion followed about layout of the pages. Consistency of look is important for all correspondence, the marketing committee will determine fonts, styles, etc. to be used.

Meredith spoke to the group about the relationship of the Town government with this group and that we were breaking ground on this partnership. She will report monthly to the Town Council on the progress.

It has been stressed that communication amongst the groups is very important. There will be times where overlapping between committees will happen and communication is all important.

Shelli Dronsfield, Assistant to the President at Shepherd will be the contact person for all things pertaining the Shepherd University.

If anyone has any fundraising ideas contact Catherine Irwin at [cath.irwin@comcast.net](mailto:cath.irwin@comcast.net) Tara Sanders Lowe has opened [SQ250marketing@gmail.com](mailto:SQ250marketing@gmail.com) for marketing requests.

Before ending the evening Meredith talked about the role of this committee under the auspices of the Town government and the concern she has for contacting as many Shepherdstown residents as possible about SQ 250. The Freedom's Run marathon committee sent a letter to every household in Sharpsburg to let them know about the marathon and the impact it would have on the town. Meredith suggested that we follow that successful model and do the same in Shepherdstown.

The next meeting was set for January 4, 2011 at 6:30 p.m. location TBA. The date will be sent to the Town Calendar.

Meeting adjourned.

Minutes written by Judy Shepherd and  
transcribed by Meredith Wait  
December 15, 2010.