

Recreation Committee Meeting – Wednesday January 8, 2020

6:30 pm – Town Building Basement

Present – Emily Rinde-Thorsen (Chair), Warren Kimball, Mary Ann Sears, Rachel Ripley
Elizabeth Strobridge

Meeting Began: 6:04 pm

Old Business:

1. Review the Mission Statement as it is. Emily will submit the mission statement to be discussed and hopefully voted on at the 1/22/2020 Selectman's Meeting
2. Actively Working on Event Calendar through August 2020. Will email the committee when complete and the committee will review in person at the February meeting.

New Business:

1. Emily needs to make contact with the Kearsarge Valley Cal Ripken League President. Emily has not received responses to emails and the phone number for the KVCRL president listed on the website is not connected. Tom Ripley will send Emily contact information and also assist in making contact.
2. Elizabeth Strobridge – Blue Mountain Snow Dusters
Bea is seeking help from the Rec Department for the Sled Dog Race on Sunday 2/16/2020.
The Snow Dusters feel that this needs to be a community event and they have the ability to be more of a presence in town. They have resources that the community can utilize.
The committee discussed ways to draw a crowd to the rec park for the start and finish and to keep them there in between. Walker Rd is a good viewing area, but the finish at the Rec Park is where people should be.
The following ideas to attract people to the Rec Park were discussed.
 1. Dog Kissing/Photo Booth
 2. Snow Sculpture Contest
 3. One Dog Dash Fun Race (insurance waiver, helmet/goggles)

How Rec can help – cross advertising. Snow Dusters will create a flyer and post around town, send info to GVS for weekly letter and to town for weekly newsletter. Rec will post on the Facebook and Recreation Page on the town website. Emily and Elizabeth will meet next week.

Snow Duster Proposal for after the race – The Snow Dusters will maintain a groomed trail for community use as long as the parking area remains plowed. As soon as there is significant snow and no parking, they will stop trail maintenance.

Emily will bring this proposal to Select Board on 1/22/2020

Proposals to grow the event in 2021 – Hosts in town for the mushers, Meet and Greet dinner the night before the race (fundraiser), Awards Ceremony open to the spectators after the race.

4 Old Home Days: Committees for the event –

- Advertising/Marketing
- Vendors – food and sales
- Activities – games, midway
- entertainment
- parade

Obtain commitment from vendors (food and sales) and advertise early to draw a crowd.

What has worked in the past – magician, dog show, dunk tank

What the Committee would like to see – water, fire dept, bubbles/foam is possible

All will work on ideas to secure volunteers and committee heads for the above listed areas. This will be the focus of discussion in February.

5 Music in the Meadow – Sponsorship ideas

Community Sponsors Day – all lower levels of sponsorship

Solo Sponsors \$400-\$500

Banner during the event, the performer mentions sponsor(s) multiple times throughout the event.

Next Meeting – Monday February 3, 2020 6:30 Town Building

Meeting Adjourned - 7:37 pm