

Canterbury Tricentennial Committee Meeting Minutes

Date: October 16, 2025

Time: 7:00 PM

Location: Sam Lake House

Recorder: Rene Brooks

Attendance: Heidi, Stephanie, Scott, Bill, Sam, Beth, Erin, Rene

Call to Order & Approval of Minutes

- Meeting called to order shortly after 7:00 PM.
- Motion made and seconded to approve the previous minutes as presented.
- No edits or discussion; minutes approved with one abstention.

Chair's Update - Heidi

- Committee continues shifting to a **sub team-based agenda structure** for better organization.
- Drafting Erin to run committee meetings – with Robert's Rules
- **Library Display:**
 - A dedicated display space is now at the Elkins Public Library near the front desk.
 - Library staff will sell **Tricentennial license plates** and allow rotating displays and promotions.
 - Plans include a **“guess-the-jar” contest** in the future run with 4-H youth to draw visitors and encourage plate sales. (thanks to Adrienne for helping with this)
- **E-Commerce & Website:**
 - Subgroup (Naomi, Erin, Beth) will review website upgrade options for selling.
 - Recommendations to be provided at a future meeting.
- **2027 Calendar Project:**
 - Work beginning; draft concepts to be brought forward at a future meeting.

Treasurer's Report - Erin

- **Account balance:** \$1,400.
- Received **\$500 grant from the Canterbury Fund** (thanks to Mark, Heidi, & Sam).
- Continued plate sales have generated steady income.
- Treasurer distributed the monthly report and a **draft working budget:**
 - The draft will evolve as sales, events, and product costs develop.
 - 2025 projections currently show a short-term deficit due to upfront inventory purchases (e.g., coins).
 - Credit card sales handled through **Clover Batch**; transaction fees are minimal.
 - Approximately 75% of transactions expected to occur online.
 - Library sales will remain **cash/check only**, but **QR codes** will direct buyers to online sales.
- Committee members will review and send feedback before the next meeting.

Subcommittee Reports

Schools & Youth Outreach - Rene

- Contacted Superintendent Mike Tursi, awaiting response.
- **High School:** Digital arts teacher is enthusiastic about student involvement but awaits clear project direction.
- **Elementary School:** Staff are open to participation; looking for project outlines.
- **Schoolhouse outreach** coordinator also supportive.
- Heidi reported that the “Canterbury Time Machine” stage play is being developed into a **short film**, with CES school participation secured.
- Follow-up planned before Thanksgiving.

Student Artwork & Patches - Bill

- Discussion about using **student patch contest artwork** (including designs not selected as winners) for **T-shirts or other merchandise**.
- Committee agreed permission should be sought from the artists and school organizers before reuse.

Fundraising & Merchandise

T-Shirts - Beth

- Vendor: **Shirtmasters (Chichester)** — \$50 store setup fee; \$25 per color screen (one-time).
 - Online store can open twice a year; all orders printed and distributed after store closure.
 - Wide range of items available (shirts, hoodies, tote bags, etc.).
 - Committee can set a fundraising markup (e.g., \$12 per shirt).
 - Plan: Open store one week before the November Canterbury Farmers Market, promote during the market, and distribute orders in December.
 - Sales revenue remitted to the committee after fulfillment.
 - 100% cotton shirts and other style options will be offered.
 - Potential to add or change items each time the store opens.
 - Discussion about future editions (first, second, etc.) — agreed that frequent updates or limited runs may keep interest high while maintaining clear Tricentennial branding.
- Committee reviewed setup costs and agreed to produce **two designs** for initial printing:
 1. The “**Flourish**” **logo** (one-color, versatile design).
 2. The **Town Seal** design on white shirts.
- Setup costs approved:
 - \$100 for first screen (multi-color design).
 - \$25 for second screen.
 - \$50 online store setup fee.
 - **Total: \$175.**
- **Motion made and seconded** to proceed with both designs and setup costs.
- **Vote:** Motion passed unanimously.
- Shirts will be available for preorder online and at the **November indoor Canterbury Farmers Market**.

Challenge Coins - Scott

- Designs reviewed showing front (Town Seal) and back (Tricentennial logo).
- Committee voted to proceed with the **version featuring black “Tricentennial” text and fewer clapboards** on the Meeting House.
- Motion passed unanimously.
- Pricing: Approximately **\$4.34 per coin** for 100 units (~\$434 total).
- Final decision on **quantity and timing** deferred to next meeting pending additional price options.
- Coins have a **6-week turnaround**; discussion indicated that sales may sensibly begin in 2026 to align with growing public awareness.

License Plates - Beth

- Final proof approved from NH State Prison Industries (metal sublimation).
- Added tag text (authored by Sam) explaining the meaning of the artwork *“Between the River and the Trees.”*
- Beth volunteered to produce and attach the tags for presentation.
- Committee expressed appreciation to **Sam and Beth** for their work on this project.
- Plates will be display-legal on vehicles **only during 2027**.

Mascot Idea (“Peter the Great” Sheep) - Beth

- Proposal to create a Tricentennial mascot inspired by **Edwin Heath’s prize-winning sheep**.
- Local teenage artisan from Penacook is crocheting miniature sheep for possible **fundraisers or raffles**.
- Cost to the committee: approx. **\$18 each**, potential resale at \$25+.
- Members expressed enthusiasm for including the mascot in promotions and displays.

Stickers - Beth

- Beth presented **three sticker design options**:
 1. The regular Tricentennial logo.
 2. The temporary red, white, and blue logo.
 3. Both sides of the challenge coin adapted as sticker designs.
- Sample stickers were shown, with price options:
 - **3" stickers**: \$73 per 100 (~\$0.73 each).
 - **3.5" stickers**: \$80 per 100 (~\$0.80 each).
 - Smaller quantities (50 units) available at ~\$1.16 each.
- The **Historical Society** currently sells 3.5" stickers for \$3 each, providing a good model for resale.
- **Motion made and seconded** to order **100 stickers (3.5")** featuring the **“Tree and Sheep” design** with added text: *“Canterbury 1727.”*
- Discussion emphasized the value of offering variety and using early sales to gauge public interest.
- **Vote**: Motion passed unanimously.

Prints of Bronze Artwork Design - Beth

- Beth presented a **revised proposal** to create **signed fine art prints** from **Carol Lake's original bronze design drawing** (the sculpture project that was deemed too costly).
- Carol is open to reworking the piece in **pencil, charcoal, or ink**, and producing **limited edition signed prints**.
- Sample reproduction shown (acknowledged as a rough print for reference only).
- **Production options discussed:**
 - 8"x8" prints on fine art paper from a California photo lab for ~\$4–5 each.
 - Frames could range from **\$8 to \$10** in bulk (depending on quality).
 - Potential sale price and framing options to be determined.
- Suggestion made to explore **local framing or printing options** in New Hampshire for comparison, though likely higher in cost.
- Committee agreed to revisit the proposal once updated quotes are available.

Farmers Market Preparation – Heidi / Beth

- Target event: **November 8 Indoor Farmers Market**.
- Planned sale items:
 1. **License plates** (with tag explaining the “Between the River and the Trees” theme).
 2. **Two T-shirt designs**.
 3. **100 stickers (Tree & Sheep design)**.
 4. **Two crocheted sheep** (display and potential orders).
- Additional proposal: Take **orders for future items** (sheep, prints, etc.) to avoid overstocking.
- Need one or two volunteers for the booth
- ***December market participation dependent on volunteer availability;***

Publicity and Outreach – Heidi / Beth

- **Tricentennial Facebook page** created
- Will be used for posts, photos, and public updates to build engagement ahead of the 2027 celebrations.

Publicity and Communication - Heidi

- Additional **license plates** were sold since the last meeting, though it was unclear whether sales came from the **Facebook promotion** or the library lecture talk “300 Years Ago” by **Mark in the Town Talk**. Regardless, members viewed this as a positive indicator of ongoing community interest.
- **Publicity efforts** continue to expand. Updates and announcements are now being shared across **five platforms**:
 1. Town email newsletter
 2. Printed town newsletter
 3. Canterbury website
 4. Tricentennial Facebook page
 5. Flyers and local postings
- Collaboration with **Rachel Baker and the Elkins Public Library** was noted; the library's new initiatives provide opportunities for cross-promotion of events and contests.

- Discussion began on **postcard mailings** for event promotion. While the idea was appealing, the **cost (~\$410 per mailing)** was deemed too high for frequent use.
- Discussion about creating a **publicity budget line item** to support ongoing communication—possibly by **donating funds toward the community newsletter’s printing and mailing costs.**
 - One newsletter issue cost roughly **\$600 to print** and **\$190 to mail** to all residents.
 - The committee agreed that since Tricentennial news will appear regularly, it would be appropriate to make a **modest donation** to the newsletter fund.
 - **Consensus:** Add a **publicity/donation line item** to the 2026 budget for future consideration and formal vote in early 2026.

Time Machine Project - Heidi

- The **Time Machine Team** met recently and reported strong enthusiasm and participation.
- **Team members:**
 - Diane Mundungo – Producer
 - Deb Allen - Producer
 - Jane Hastings – Creative Director
 - Bill Adams – Writer
 - Mark - Historian
 - Ed Rivera – Filming / Cinematographer
 - Lynn Head – Costume design assistance
- The group decided to create a **film series (“The Time Machine”)** instead of a live performance.
 - Format: A series of **3–5-minute filmed scenes** highlighting Canterbury’s 300-year history, roughly **three scenes per century.**
 - **First scene:** The 1727 town founding, featuring **Lt. Gov. John Wentworth** signing the charter (“Squire, bring me my quill!”).
 - Future scenes may include **Abiel Foster’s Revolutionary War contributions, the 1943 town fire, and the 1950s fair or auction traditions.**
 - Scenes will be filmed at **historic locations, using local volunteers.**
- Collaboration opportunities:
 - Possible filming location at the **State Capitol** (coordinated with Epsom’s Tricentennial Committee). Would film in July with legislators are on hiatus
 - Shared **license plate promotion** or sponsorship with **NH Motor Speedway**, potentially including a statewide **300th Parade** at the Speedway.
 - Epsom created their 2027 calendar already with set events. We may try to follow their lead!
- **Next Time Machine meeting:** November 3 at 10:00 AM.
- Heidi requested **additional volunteers** with filmmaking or scriptwriting experience.

Pomeroy Foundation Marker Project - Heidi

- Heidi updated the committee on the **Pomeroy roadside marker grant.**
 - After discussion, decision made to **postpone application** until **spring 2026** (April deadline) with results expected by September.
 - This timeline allows more time to **refine the inscription and location** and possibly align unveiling with a **2027 celebration event.**

- The committee discussed the possibility of applying for a **Pomeroy educational grant** to collaborate with local teachers on a classroom history project.
 - This separate **rolling grant** could provide educational materials and potential funding for a smaller interpretive sign.
 - Rene and Heidi will explore opportunities with local educators.
- Deposit for the previous application remains valid; funds can be used in the next grant cycle.

Community Outreach and Events - Heidi

- Naomi plans to sell Tricentennial merchandise at her **Clough Tavern Holiday Fair**.

New Business

- **New Event Proposal: Sam**
 - Suggestion to host a “**Canterbury Players Revival Night**” featuring digitized recordings of the **1980s Canterbury Players performances**.
 - Plan to select one of the 12 archived plays and **add subtitles identifying residents** who appeared in them.
 - The event would serve as both a **nostalgic community gathering** and an archival preservation project.
 - Potential event title: “*Canterbury Players Revival: 2.0.*”
 - Approved for planning as a **single Tricentennial event** under the Events Committee.
- **Merchandise Payment Procedures:**
 - Sam asked about vendor payment methods for merchandise orders.
 - Committee confirmed payments may be made by **check or reimbursement** from the Tricentennial account.

Other Business

- Discussion about balancing product variety with consistent Tricentennial branding.
- Agreement to emphasize clear labeling and cohesive messaging across all merchandise.

Adjournment

- Motion to adjourn made and seconded at **8:24 PM**.
- **Next meeting:** Tentatively scheduled for **November 20, 2025**.