

TOWN OF SUDBURY
COUNCIL ON AGING
SPECIAL EVENT COMMITTEE

MINUTES OF MEETING

June 21, 2023

1:00 PM

WEBSITE: <http://sudbury.ma.us/departments/CouncilOnAging/>

Members Present: Anna Newberg, Paul Marotta, Don Sherman
and Debra Galloway, Director of Sr. Center

Meeting called to order at 1:00 PM

Committee Purpose: to plan for the New Senior Center Soft Opening

Committee Objective: to introduce the community to the new space; showcase special programs.

Minutes – Minutes Acceptance was tabled for later in the meeting.

Special Event Open House Planning

The Subcommittee decided to invite a representative(s) from the Friends to attend planning meetings, as well as, Senior Center Program Coordinator Sharon Wilkes.

Budget –

Paul suggested the group discuss and develop the budget for the Soft Opening.

The group decided to focus on three main cost centers for the Special Event: flowers, give-aways, and food.

Anna reported that she spoke with 4 florists in town – she thinks it’s important to work with local businesses when possible.

- Frugal Flowers – in general cost estimate for an arrangement is about \$100 to start.
- Sudbury Farms – staff were not able to provide an estimated cost, but very willing to assist with flowers for the event.
- Persephone Flowers – Karen indicated she would be very excited to be involved, they are a high-end florist, start at \$120 per large arrangement, unique flowers, may be willing to reduce cost on a large arrangement.
- Twillingate – open by appointment, did not get an estimate.

A cost estimate of \$700 was agreed upon, based on needing maybe 5 arrangements. We are hoping that we won't spend this much but want some leeway.

Give-a-ways –

The group decided to focus on buttons, pens, maybe magnets, or other small items. Also, we would like to have "File of Life" magnetized emergency packets available. Debra will get estimates on the cost of these items.

Senior Center will ensure that we have name tags available (peel and stick). Don suggested having different color nametags for groups that are hosting tables (to help identify them to guests).

It will be important to have a sign-up sheet to gather email addresses. We will also offer each guest a Senior Center newsletter.

Food –

Food will be available on round tables in the Multi-purpose room (MP). We will have light breakfast refreshments, then lunch, and light afternoon dessert-type foods.

Projected Budget – \$2,500

- Flowers \$700
- Give-a-ways \$800
- Food \$1,000

Publicity –

The discussion moved on to ways to publicize the special event, and what to call it.

Publicity will be shared with:

- Sudbury Weekly email group
- Town employee email
- Schools email lists
- Senior Center Press release
- Patch, Globe, etc.
- Senior Center Newsletter

Funding –

We will ask the Friends to support the cost of the Soft Opening. Don mentioned that the Friends could use this as an opportunity to ask local merchants if they'd like to contribute to this special event. It was decided it might make more sense for the Friends to consider getting sponsors for the Grand Opening in the spring of 2024.

Information Tables –

We decided to groups should host tables in the MP room. We will have town and related groups host tables in the morning, and Senior Center specific groups host tables in the afternoon.

The schedule will be:

9:30-11:30 AM – Town and Related Groups

11:30-1:30 – Lunch

1:30-3:30 PM – Senior Center Specific Groups

Town and Related Groups

COA
Friends
Police
Fire
Nurse
Library
Park and Rec
Veterans Agent
Sudbury TV

- Guests who will be invited to walk around and visit with people include the Town Manager and Select Board members.

Senior Center Groups

SHINE
Current Events
Book Group
Short Story Group
Mah Jong
Chess
Bridge
Canasta
Watercolors

Other Activity Ideas –

- Show Great Courses on a screen in Program Room
- Host Games in the Game room – hopefully set up ping pong
- Ask SudburyTV or another volunteer to videotape the new Center for showing on Zoom during the event so that people who cannot attend in-person can see the new Center
- We will offer mini-class demonstrations of the Senior Center fitness classes.
- Perhaps a Concert pianist, or orchestra/quartet, or a cappella group from the high school to entertain?

Minutes Approval –

The Minutes of the Subcommittee meetings on May 19 and June 1 were reviewed and approved. The motion was made by Anna Newberg to approve the Minutes, seconded by Don Sherman, and approved unanimously.

Piano –

It was noted that the new Center still needs a piano. Anna suggested that New England Conservatory gets many donations and may have suggestion on how best to be able to obtain a good piano.

Next Meeting –

Thursday, July 13, 2023, at 2:00 PM

Dates:

The group decided the date for this event will be Wednesday, December 6, with a snow date of Wed., Dec. 13. It will be called the “New Senior Center Open House” or “New Senior Center Open House Celebration”.

Don reminded the group that we also have a back-up date of first week of January in case there are delays in construction.

The meeting was adjourned at 2:30 PM.