

**Minutes**  
**Town Center Celebrations Committee**  
**February 24, 2022**  
**Art & Innovation Center & Zoom (Hybrid)**  
**8:00 a.m.**



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Chair Dusty Rhodes called the meeting to order in person and via remote at 8:02 a.m.

Members present: Pamela Fox, Nancy Piedra, Leslye Fligor, Lee Johnson, Amy Riedel, Dusty Rhodes, Adrienne Giske, and Sel. Laurie Bent.

Also present: Alanna Muldoon, Anthony Senesi, Rachel Patten, Molly Varnau, Mignonne Murray, Chris Fitzgerald.

Assistant to the Town Manager, Anthony Senesi, offered to prepare minutes for the meeting.

**Approval of Minutes of Meeting of February 9, 2022:**

**MOTION:** Ms. Bent made a motion approve the amended minutes of February 9, 2022. Seconded by Ms. Piedra. A roll call vote was recorded, motion approved unanimously.

**Collaterals:**

Ms. Rhodes stated that the banner design presented to the Committee is incorrect and that there will be an updated banner forthcoming. Ms. Bent noted that the updated logo has the text 'INC', instead of 'EST', making the logo historically accurate. Ms. Rhodes stated that the logo will be on all materials. Ms. Bent stated that the 'Welcome to Weston' text on the banner will be a different font.

Ms. Rhodes noted that Golden Ball Tavern and Museum gave \$2,500.00. Ms. Rhodes suggested that the Committee find two entities/individuals to give \$5,000.00. Ms. Rhodes noted a collective sentiment from Town businesses in regards to being impacted by COVID-19 and construction. Ms. Rhodes noted that businesses are excited to be honored during the event, rather than being charged to participate in the street fair. Ms. Rhodes stated that any businesses in the Town, regardless if it is in Town Center, will be given two tables, two tablecloths at the street fair to promote their goods and services.

Ms. Rhodes asked Ms. Fligor to organize the participation of the businesses. Ms. Fligor agreed. Ms. Rhodes asked Ms. Piedra to organize the participation of the clubs, organizations, and non-profit entities. Ms. Piedra agreed.

Ms. Rhodes stated that participation in the street fair for all interested Weston entities would be entirely free to participate.

Ms. Rhodes asked the Committee if the time frame of 10:00 a.m. to 3:00 p.m. would make sense. The Committee agreed. Ms. Rhodes noted that the longer the streets are closed, there would be more of an impact on businesses. Ms. Rhodes stated that the street fair would be concentrated in the Town Square/Josiah Smith Tavern parking lot.

Ms. Bent liked the idea of a Commemoration Ceremony before the parade, which will be tentatively held at 10:30 a.m. Ms. Rhodes noted that the Committee needs to be conscious and respectful of Spring Fling. Ms. Rhodes stated that Spring Fling will be held on the east side of the Town Green.

Ms. Bent stated that Ian Glover will present the kids fair, which is planned to be held on the west side of the Town Green. Ms. Bent noted the level of detail Mr. Glover has outlined for the kids fair.

**Finance & Sponsorship**

Ms. Rhodes stated that the businesses, clubs and organizations would be ready by 9:00 a.m. Ms. Rhodes noted that the entities at the street fair would be responsible for their own branding.

Ms. Fox asked if the property owners at the Walgreens plaza have been notified. Ms. Rhodes stated that she will be in contact with the owners.

There was discussion regarding if the Brothers back parking lot would be accessible to customers. Ms. Rhodes suggested using access behind St. Julia's and Boston Post Road.

Ms. Rhodes stated that the existing restaurants would be food vendors for the event.

Ms. Riedel noted that if the May 22, 2022 rain date is used, St. Julia's holds their weekly services. Which means, St. Julia's would need to use their parking lot. Ms. Riedel stated that during the rain date, the only times Saint Julia's parking lot would be open is 12:30 p.m. to 2:00 p.m. on Sunday, May 22, 2022.

Ms. Giske stated that there is an external power source near the pergola and the Josiah Smith Tavern.

Ms. Rhodes stated that five businesses are already signed up. Ms. Rhodes stated that the street fair booths should be animated and interactive. Ms. Rhodes stated that text should include, 'donations are welcome'.

Mr. Fitzgerald stated that he can create online application forms.

Ms. Fligor stated that she will connect with Mr. Glover regarding a pre-event / scavenger hunt at local businesses. Ms. Fligor suggested that a gift/drawing prize could be a hat with the logo, specifically geared towards youth.

Ms. Fligor stated that the Town Center banners should be up two weeks before the Celebrate Weston event. Ms. Rhodes stated that she is in contact with the Town to install the banners. Ms. Rhodes stated that each light pole banner would be roughly \$100. Ms. Rhodes stated that there are 34 light poles with banner holders. Ms. Rhodes stated that the Town is working on devising regulations for banners.

Ms. Rhodes stated that a list of organizations can be added to the brochure.

Ms. Piedra spoke with Gail Palmer, Chair of the Mass Central Rail Trail Committee. Ms. Piedra proposed a morning walk from Town Hall up to the Rail Trail and down Church Street and back to the Town Green. Ms. Piedra stated that 8:00 a.m. would be the start time. Ms. Rhodes stated that the title of the walk is 'Celebrate Weston: Morning Fun Walk/Jog'. Ms. Piedra also proposed a Weston Forest and Trail Association (WFTA) hike that begins at Land's Sake. Ms. Piedra also noted that another idea would be to make a walk that is more accessible, in Town Center. Ms. Murray noted that residents have various levels of mobility regardless of age and she noted that she will work with the COA, Ms. Piedra, and the WFTA regarding messaging.

Ms. Fligor asked for clarity regarding sponsorship levels and the level of promotion for donors. Ms. Rhodes stated that hardcopy and the online presence of sponsorship would occur. Ms. Bent asked if there will be a program with a map of event locations.

Ms. Fox stated that 11 a-frames/sandwich boards could have sponsorship promotion on the back. Ms. Rhodes stated that the Patron and Celebrant sponsorship levels would have their logo/information on the back of the a-frames. Ms. Fligor noted that more a-frames may be necessary, at least 15.

Ms. Fligor asked if there are opportunities for residents to speak/present on a topic of which they are a subject matter expert. Ms. Fligor suggested Patrick Ahern, prominent architect, may be interested in presenting on a given topic. Ms. Fligor noted that Mr. Ahern has a significant following. Ms. Piedra noted that First Parish Church would be interested in hosting Mr. Ahern. Ms. Rhodes asked Ms. Fligor of a name and a description of Mr. Ahern's talk. Ms. Fligor noted that he may be interested in being a significant sponsor of the event.

Ms. Rhodes noted that reenactors would present at Knox Park.

Ms. Piedra stated that First Parish Church are planning to hold tours of the Church and the bell tower. Ms. Piedra stated that a permit for the café at First Parish is in the process of being approved. Ms. Piedra stated that First Parish are planning to use their playground, have an art gallery exhibit, and have colonial era musicians perform. Ms. Rhodes stated that when discussing the Town of Weston, the Town is capitalized.

Mr. Fitzgerald stated that Mr. Fligor will be working with the Recreation Department regarding the kid's activities. Mr. Fitzgerald stated that the Town would be able to provide a stage.

Ms. Fligor stated that the oldest person in Weston might be a good person to contact to be involved in the celebration. Mr. Fitzgerald stated that the Recreation Department would be able to provide 6 a-frames. Mr. Fitzgerald would like to meeting Ms. Piedra regarding the walking activities with perhaps a caveat in the description that the walks are at participants own risk and exercise. Mr. Fitzgerald stated that the Recreation Department has 14 tables.

Ms. Varnau stated that the Weston Garden Club and the Country Garden Club of Weston are interested in participating. Ms. Varnau asked what locations would require greenery. Ms. Rhodes stated that the event stage, Town Square/Pergola, and Knox Corner.

Ms. Giske stated that the landscaper will be onsite starting May 1, 2022. Ms. Giske stated that the contractor will make sure that the area is clean and presentable for the event. Ms. Giske stated that the porta-potties can be located at the loading dock of the Josiah Smith Tavern. Ms. Rhodes reiterated that the area must be presentable.

Ms. Fox stated that the Weston Historical Society board voted to allocate \$1,000 to cover the cost of the poster materials. Ms. Fox noted that the posters would be reusable.

Ms. Bent stated that the Select Board meeting on March 22, 2022 will cover the banner regulations. Ms. Bent stated that herself, Ms. Rhodes and Town officials, including the Town Manager, Facilities, DPW, Recreation, Public Health, Police and Fire will be meeting on March 2, 2022 to discuss logistics.

Ms. Murray stated that she will work with Ms. Johnson to determine other activities the COA could organize during the event. Ms. Murray stated that the COA has two vehicles that have the potential to be used for overflow parking. Ms. Rhodes stated that overflow parking at the Field School and Golden Ball Tavern are potential options.

Ms. Rhodes described parade options. Ms. Fligor noted that the Memorial Day observance is occurring the week after the Celebrate Weston event. Ms. Fligor noted that the Committee should be conscious of the Memorial Day parade.

Ms. Muldoon stated that the Weston Media Center is happy to work with the Committee to create promotional videos/content.

**Determine Next Meeting Date:**

Wednesday, March 9, 2022 at 8:00 a.m., hybrid meeting via Zoom and the Arts and Innovation Center.

**Adjournment:** The meeting adjourned at 9:38 am.

Minutes respectfully submitted by Assistant to the Town Manager, Anthony Senesi