



Concord 2025 Executive Committee
January 12, 2023 at 7:00 PM
Concord Free Public Library, Trustees Room

Agenda

1. Approve Minutes of December 15 Meeting

2. Subcommittee Appointments:

Community Participation Subcommittee:
Polly Meyer, 63 Indian Pipe Lane
polly@livingconcord.com
617-584-2468

Mardi Hutchinson
mhutchinson@concordma.gov
1710 Lowell Road

Art, Literature and Music Subcommittee

Jane Fisher (Concord Women's Chorus)
13 Middle Street
jafconcord@gmail.com
978-502-1462

Permanent Memorial Subcommittee

Christa Collins
55 Highland Street
ccollins5557@gmail.com
617-417-1978

3. Report of Finance Committee and Introduction of Bill Barton: Rick Loughlin

4. Report from Events Subcommittee: John Arena
5. Report from Permanent Monument Subcommittee: Polly Reeve
6. Memo on Theme and Finance: Exhibit A
7. Proposed Timeline Update: Exhibit B
8. Report from Communications Subcommittee: Exhibit C
9. Administrative Business requiring timely attention

EXHIBIT A

THE MINUTE MAN AND LOGO: It may be that we do not want to use the Minuteman Statue as part of the logo, but the reason should be aesthetic and not political. The objection was raised at the recent meeting of the Logo Working Group of the Communications Subcommittee that, because the Minuteman statue shows him holding a musket in his right hand renders the symbolism inappropriate. (Unlike the Lexington Minuteman, ours also has a plow in his other hand cf: “And he shall judge among the nations, and shall rebuke many people: and they shall beat their swords into plowshares, and their spears into pruninghooks: nation shall not lift up sword against nation, neither shall they learn war any more. (Isaiah 2:4)). While we desire peace, harmony and unity, what we are commemorating on this particular occasion (April 19, 1775) is the beginning of a war in which the American people were fighting (and dying) for their independence from foreign domination. It was a war in which many patriots of all colors and stipes died in order to allow the establishment of our free and democratic society. It was not only for ourselves, but what our predecessors (few of them were our ancestors) did was a model for many others who followed, including the British from whose yoke of oppression we freed ourselves. It is therefore essential that any commemoration honor those who died, those who suffered, and those who sacrificed and that it not be sanitized to remove the ugly parts. It was a war. The Revolution, like the Civil War was not a peace march or a sit in and it is a delusion to treat it otherwise. Therefore, while there is room for the inclusion of other concerns, sentiments and aspirations, the Minuteman remains a relevant icon, and should not be rejected because it is reminiscent of the conflict that was the Revolution, and the role that ordinary citizens play in preserving our democracy.

EXPENDITURES AND AGREEMENTS, CONTRACTS, PURCHASE ORDERS AND THE LIKE: All Committee and Subcommittee Chairs need to understand that no one on behalf of the Town, the Executive Committee or the any Subcommittee currently has been granted authority to enter into any contract or the make any commitment, financial or otherwise, with regard to the expenditure of funds except for incidental, out-of-pocket expenses. Even if you have submitted a budget, expenditures under the budget must be approved by the Finance Subcommittee in advance of expenditure or commitment.

Once a budget has been approved and funds are available, any such matter needs to be reviewed and approved by the Finance Subcommittee which will provide guidelines and procedures for the purpose. While we currently have a commitment from the Town for \$200,000 for FY '23, none of this money has been allocated, and expenditures will need to be prioritized and approved.

Please direct any questions to Rick Loughlin, Chair of the Finance Subcommittee..

EXHIBIT B

**Proposed Time Line - Gary Clayton
December 16, 2022
Concord250 Executive Committee
Key Tasks and Timelines for January-June 2023**

- 1/4 Meet Deadline for Town Meeting Warrant Article for Concord250 Funding

- 1/12* Finalize the Update for Executive Committee Key Tasks/Timelines
Confirm Concord250 "Tagline"

- 1/26* Establish Fundraising Subcommittee
Confirm Town Celebrations Committee readiness for 2023 Patriot's Day

- 2/9* Review draft of Concord250 logo design
Review draft of Comprehensive Plan 2022-2025 (per SelectBoard charge)

- 2/23* Finalize Concord250 logo design
Finalize draft of Comprehensive Plan

- 3/1 Concord Finance Committee public hearing for proposed FY24 Town Budget

- 3/9* Prepare list of Event Participants and Reserve Facilities for the Relevant
Events & Activities

- 3/22 Conduct 2nd Public Forum

- 3/23* Concord250 Executive Committee Bi-weekly Meeting

4/3 SelectBoard Update and Meet with Town Manager to Update Coordination with Town Departments

4/6* Concord250 Executive Committee Bi-weekly Meeting

4/17 Patriot's Day 2023 Celebration

4/20* Review and Confirm Event Participants and Reserve Facilities

4/30-5/3 Concord Annual Town Meeting

5/15 Establish a 6-month (July- December 2023) Schedule for Executive Committee

* Denotes currently scheduled meetings of the Concord250 Executive Committee

EXHIBIT C

Some bullet-point notes from the Communication/Publication subcommittee: (December, 2022)

1. Beth Williams met with her Web team at Sperling today and they will have our concord250 page ready with content by Jan 1.
We will have to get the url info from Henry which the owner Mike thinks was purchased from 'www.cheapurls.com'

It will be seamless and not visible to the public to direct traffic from the public www.concord250.org to the page we set up on www.visitconcord.org

Beth also met today with the Executive Director of the Greater Merrimack Valley Convention and Visitor Bureau (GMVCVB). He agreed to gather all the Towns in his region together to form a group program of Rev250 events in the full Merrimack Valley Region. Hopefully once we have some plans, we can go to MOTT (Mass Office of Travel and Tourism) for some extra funding.

2. Our committee will meet, on December 16th, with Patrice Tedesco, who is the Head of Freedom's Way, located in Devens, MA She will speak to us about matching our \$7,500 monies to help support our communication efforts. Freedom's Way was founded in 1994 as a non-profit organization, the Freedom's Way Heritage Association is identified in the enabling legislation for the Freedom's Way National Heritage Area, enacted March 30, 2009, as the local coordinating entity for the Heritage Area.

As a partnership endeavor, the Freedom's Way Heritage Association serves as facilitator, host, and guide for heritage area-wide presentations, activities, and initiatives that recognize and preserve the unique identity of the region. They are committed to promoting, preserving, enhancing, and curating the natural, cultural, and historical resources that define its sense of place.

They are a catalyst for communication and collaboration. Strategic and entrepreneurial, we promote a place-based identity for the region working with partner organizations to fulfill our mission. As one of only fifty-five National Heritage Areas in the United States, we tell a distinctly American story unique to this region and inclusive of the multiple perspectives of those who live and work there.

They offer a:

Partnership Grant Program

Designed to provide strategic investments in the natural, cultural, and historical resources that enhance the sense of place within the Freedom's Way National Heritage Area, the Freedom's Way Partnership

Grant Program serves as a catalyst for new, creative programs and projects within [45 communities](#) of the Heritage Area. Reimbursable matching grants are offered in support of the goals and objectives outlined in the [Freedom's Way National Heritage Area Management Plan](#), approved by the Secretary of the Interior in 2015.

3. From the Massachusetts Cultural Council, Concord has been awarded a \$30,000 grant to be used by our two center's tourist/business promotional efforts. (\$15,000 to West Concord; \$15,000 to Concord Center)
4. The Website is well underway; a calendar for our collective use is also being created and will be presented to us in early January.
5. Our committee thoughtfully considered various taglines for Concord250. With Priscilla Sturgis present and what proved to be a robust discussion, we settled on:
"Still heard 'round the world."

I look forward to a discussion of each of these items at our next meeting.

Diane Proctor