

Milford Fourth of July Parade Committee Meeting MINUTES

Tuesday, April 4, 2018 @ 7:00 PM

Committee Members

Renee Callery
Joe Callery
Ray Auger
Molly Auger

Proposed Additional Committee Members

Jenny Lyons
Nicole Romiglio
Erin Curly

Vision ideas/stuff we need:

Red White & Blue

A sea of it, anything patriotic. Americana

- Bike Parade – Start at town hall – jump in for the rest of the route/Possible sponsorship? Things to decorate bikes with at Town Hall – Come down an hour before
- At least one marching band/marching band for hire?
- Uncle Sams on stilts
- Patriots cheerleaders
- Floats
- Dance Schools – Stop in front of Town Hall to do a routine
- We need Milford TV to film-Talking points
- The parade is a show – floats need to do something
- Water/soaking station
- Participation form-No fee for floats/sponsorships
- Volunteers in the parade holding banners with sponsors
- Tiered sponsorships/Grand Marshall/perks
- Map of sponsors-get it ahead of time
- Can we have space on the town website

*You don't have to pay to have a float in the parade, but we should ask for a donation

- Supermarkets to donate water
- Spoil the sponsor
- Fire trucks
- Sparky the dog
- Volunteer t-shirts/cricket

Grand Marshall-\$2000

- Ride in a convertible
- My FM mentions-2 months worth of mentions

Military-Celebrating the Military

National Guard

- Walk the parade route to all the businesses
- New England Revolution players to walk

-INFORMATION DESTINATION-Link to all information/email/phone number/address

The Uncle Sam-Grand Marshall Sponsorship-\$2000-ride in car, VIP seating, separate banner

The Stars & Stripes Sponsorship-\$1000-exclusive VIP seating, separate banner, map

Apple Pie Sponsorship-\$500, separate banner, map

Map Sponsorship-\$50-square tiles

Logo will be on all marketing materials/map/MyFM

All sponsors tied up by mid-May

Floats

Parade features – cheerleaders,

The Paw Sox-Paws

Knock on doors-Parade route

Post of FB

Talk on MyFM

Milford Fourth of July Parade Committee
Monday, April 9, 2018
Teachers Resource Center, Milford High School
7:00PM

Introduction of Official Committee Members

Joe Callery, Ray Auger, Renee Callery, Molly Auger, Nicole Romiglio, Jenny Lyons & Erin Curley

Recap of initial planning meetings - Review of "Vision/Message" of the Parade Americana theme. The parade is a "show". All entries must submit entry form with specific details of their float tying in with the "Americana theme."

IDEAS

- Bike Rider Idea/Town Hall/St. Mary's Church to Draper Park/Start Youth Center/Middle School East/No hills. Scooters and Bikes/Less of an uphill/Parents/guardians not responsible for child/Waiver-responsible parent/Waiver
- Families with roots in Milford/Bicentennial families/third generation Milfordians
- Huge flag-kids holding the parade/Gigantic Flag/Imperial donation?/raise the flag in somewhere in town dedicate it as the official flag of the Milford Fourth of July Parade
- Statue of Liberty-someone to walk
- Uncle Sams on stilts – someone knows a guy who knows a dude who has a cousin that has stilts
- Kids dress up as characters of famous Americans/tie it into bike parade
- Mass National Guard support/reached out to
- State Police Drill and Ceremonial Unit
- State Police Pipes and Drums – (Jenny)
- Fife & Drum Cores? A lot book out 9-10 months in advance (Andrea)/Wayside Inn/Colonial Fair
- Irish Step dancing studio/every dance studio in town in the parade
- Politian Local? Just invite?

Review of Budget

- Pat the Patriot (New England Patriots) – *see cost proposal email*
- New England Patriots Cheerleaders – *see cost proposal email*
 - \$2000 plus \$50 plus \$90 - \$2140.00
- Pat the Patriot \$800 for two hours
- 2 cheerleaders on each side - \$1250
- HIRED PEOPLE NEED A SHUTTLE TO BRING HIRED HELP BACK TO BIG Y – Accent Limo
- Sponsorship form creation
- Parade Entry form creation

Review of official parade entry form/Logistics

- Strategic plan of distribution, collection and organization
- How many floats is too little? How many floats is too much
- Close to Santa Parade – 20 less than the Santa 90 minutes – 40/50 entries
- Vendors-Water/Fans with misters/flags/glowing crap (Joey)
- A lot of people touching money-Volunteers you trust/One person to collect
- Separate Sponsorship form (see attached)
- Separate Parade Entry Form (see attached)
- Town Page/Matt Joseph-google drive/FaceBook-Loaded to the website/all forms (Joey)
- Sponsors, place of business/youth center/Minute men printing/Signs Plus/Banner
- Ray Auger to create an official gmail account

Future/New Business

- Another form for volunteers/specific tasks/NHS/CARE High School students/Church Groups
- List of responsibilities/Sign Up Genius/Names be seen
- Always be teasing. Always, always be teasing
- Goods donated, flags, water, “stuff” for the parade

Minutes Approval

- Molly Auger Minutes produced/Joe Callery minutes approved

Next Meeting/Goals/Adjournment

- GOAL-Raise \$3000-\$4,000 additional funds through sponsorships and donations
- Next Meeting April 23rd -7:00PM

**Milford Fourth of July Parade Committee
Monday, April 23, 2018
Teachers Resource Center, Milford High School
7:00PM**

Introduction of Official Committee Members

Joe Callery, Ray Auger, Renee Callery, Molly Auger, Nicole Romiglio, Jenny Lyons & Erin Curley –
All present at the meeting

UPDATES

- Sponsorships-*Resellables has confirmed Apple Pie sponsor and a parade participant Sponsorship target list was created and divvied up amongst committee members to reach out to. Sponsorship forms were distributed to all students to take home (Shining Star, Brookside, Memorial, Woodland & Stacy Middle School) Follow up emails have been sent to the principals/PTO representatives of those schools). We are hoping that garners some buzz and excitement.*
- Parade Entries – *Forms have been distributed to MPS students*
- Pat the Patriot (New England Patriots) confirmation status – *waiting to hear back on confirmation – Ray to follow up*
- New England Patriots Cheerleaders- *waiting to hear back on confirmation – Ray to follow up*
- Brass Ensemble-*They are available \$1400*
- Stilt People-*They are available – awaiting our call to confirm*
- Gmail account-Set up-*milford4thofjulyparade.com*
- Sponsorship & Entry Forms-*done and distribution has begun*

Strategic Planning/Deadlines

- Parade Entry form distribution – Milford Public Schools-*done*
- Sponsorship form distribution- Milford Public Schools-*done*
- More entry form and sponsorship form distribution-*done*
- Contact Lists/Networking discussion – who knows who – *List has been discussed and created.*

Logistics/Other Ideas/People

- Vendors-Water/Fans with misters/flags/glowing crap (Joey)-*to be further researched*
- A lot of people touching money-Volunteers you trust/One person to collect- *to be further researched and discussed*
- Town Page/Matt Joseph-google drive/FaceBook-Loaded to the website/all forms (Joey)-*Joey will get in touch with Matt*
- Sponsors, place of business/youth center/Minute men printing/Signs Plus/Banner- *to be further researched and discussed*

- List of “things” we need donated: water, flags, banners – ***Possible businesses to reach out to – grocery stores, Lowes, Signs Plus***

Next meeting – Tuesday, May 1st at 8:15PM

Tuesday, May 8, 2018
Milford high School Library
7:00PM

Attendance: Ray Auger, Joe Callery, Renee Callery, Nicole Romiglio, Jenny Lyons, Erin Curley, Molly Auger

VOTING

It was raised and second to have Joe Callery appointed as the team member to handle all monies for the parade to the Selectman. This was voted in unanimously

BUSINESS

We will push back the parade entry date to June 15, 2018

Waiting to hear back from The NE Patriots on confirmation of Pat the Patriot and 2 NE Patriot cheerleaders

Jazz ensemble was booked

Will get pricing on stilt walkers and character balloon people

Wrist bands, balloons and temporary tattoos have been purchased as marketing materials

A logo has been designed and will be rolled out

CONFIRMED SPONSORS

Board of Selectman-\$2000-(Town Budget)

Affordable Junk Removal-\$500 (Apple Pie)

Old Time Auto-\$100 (Yankee Doodle)

Lioce Properties-\$100 (Yankee Doodle)

Milford Nissan-\$100 (Yankee Doodle)

Bright Insurance-\$100 (Yankee Doodle)

Milford Music Scene-\$90.00 (Yankee Doodle)

Hillview Equipment-\$50.00 (Yankee Doodle)

Dinner & Company-\$50.00 (Yankee Doodle)

Montgomery Lodge -\$50.00 (Yankee Doodle)

Tracy & Becky Pre-School & Day Care-\$50.00 (Yankee Doodle)

Five Guys-\$50.00 (Yankee Doodle) ** New one!

INCOMING VERBAL COMMITMENT SPONSORS

Milford Federal-\$100

The Tradesman-\$500

Big Y

Dr. Sam Hanna

A Step In Time Daycare

CONFIRMED PARADE ENTRIES

Affordable Junk Removal-(float)

Eric Webb -(Hotrod)

King's Dance (Kids)

Turtle Tavern-(float)

Consigli Construction-(1942 Chevy)

Jazz Ensemble (Band)

CELEBRATE MILFORD-Awareness tent-Saturday, May 19, 2018

10:00AM-5:00PM

Nicole & Jenny in the morning-10:00AM-12:00PM

Erin-12:00PM-2:00PM

Molly-2:00PM-5:00PM

Wristbands

Balloons

Temporary Tattoos

**Ray will provide tent and tables

**Donation jar

SPONSORSHIPS TO FOLLOW UP ON

SPALLONE'S

ROSE'S CORNER

DR. DRENNON

EXPRESS -**Waiting until after Celebrate Milford weekend

WATER STREET MARKET

MILFORD AUTO MALL

MILFORD SCHOOL OF DANCE

COMB SALON

ALCAPULCOS

PEPPERONCINIS

MEDWAY OIL

OLIVAS

MORIN'S STUDIOS

DEPOT STREET TAVERN

CENTRAL TAVERN

SORRENTOS

MILFORD TV

ITALIAN VETS

POT PEOPLE

MPAC

PATRICK ASSOIN

MCDONALDS

DUNKIN DONUTS/19TH HOLE

MILFORD BIKE SHOP

JJ'S ICECREAM

PARADE ENTRIES TO FOLLOW UP ON

MILFORD FOOTBALL & CHEER

MILFORD BASEBALL

GIRLS COUT TROOPS

BOY SCOUT TROOPS

BROWNIE TROOPS

**Next Meeting – May 21, 2018 at 7:00PM – MHS Library