

**DRAFT Minutes**  
**Vermont 250<sup>th</sup> Marketing Committee Minutes**  
**July 25<sup>th</sup>, 2024**  
**2:30 p.m. –3:00 p.m.**  
**Microsoft Teams meeting**

Members present:     Jonah Spivak  
                              Martin Mahoney  
                              Katharine Ingram

Members Absent:     None

Staff:                     Megan Albert, Vermont 250<sup>th</sup> Administrative and Event Coordinator

Meeting was recorded  
Martin Mahoney opened the meeting at 2:35pm

**I.       Changes to the Agenda**

No changes made to agenda.

**II.     Public Comment**

No public comment

**III.    Swag Update**

Martin confirmed that everyone received a batch of VT250 stickers. He also distributed stickers to educators. There was discussion of ordering other types of swag. Katharine mentioned needing swag for the Big- E in 2026. There is a definite need for other swag because stickers are not allowed on the grounds. She mentioned a paper bag or word search with the VT 250 logo on it. Martin agreed the paper bag is a good idea since folks will use them. Jonah asked if we are interested in making things available for sale on the website. If we are, hats and tote bags are a good idea since they're one size fits all. A copy of the Vermont Schilling is a good idea as well. Megan mentioned looking into a company that will print the logo on products as they are ordered.

**IV.    Website Update**

Megan gave a brief update of the website and explained how it is in the beginning stages, but she does have access to it now. Jonah suggested a timeline for the launch to be sometime by Bennington Battle Day, which she agreed is an ideal goal to at least activate the homepage.

## **V. Outreach to Individual Historical Societies**

Martin discussed a number of historical societies reaching out to us. If they have any events or content, they can reach out to us. Megan reiterated that there is contact with Vermont Historical Societies and they will be able to contact administration to add those events to the calendar. Jonah mentioned using the Town Resolution to encourage towns and villages to get on board with their celebrations.

## **VI. Email lists/E-blast potential**

There was discussion about creating an email list for VT250 events. Katharine said mailchimp is a good way to go about this. Megan said she will ask Laura if we can do this on the VT250 website.

## **VII. Adjourn**

Martin adjourned meeting at 3:00pm.