



Celebrate Ludlow Meeting "Light Up Ludlow" Minutes from December 8, 2025,  
Selectman's Conference Room, 6:00 pm, Town Hall

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2025 JAN 15 A 8:39  
TOWN HALL

Committee Members: Linda Collette, Bruce Durand, Diane Walton, Lisa Martin, Eric Segundo, Melanie Trexlar, Kara Jorge, Derek DeBarge, Christopher Smith, Laurie Smith, Elaine Hodgman

Attendees: Linda Collette\*, Sue Corjay, Kevin Vestal (Rotary), Tony Sanchez (Rotary), Maria Crespo (Rotary)

Meeting called to order at 6:05, Pledge of Allegiance

Recap of Light Up Ludlow and suggestions for 2026:

1. Change time to 3:00 – 6:00 p.m. One more hour of daylight would be beneficial to do more things outdoors. If more events and happenings are planned, perhaps a 2:00 start could be considered.
2. Create a new Facebook page specifically for Light Up Ludlow Committee. This would be a subcommittee of the Celebrate Ludlow Committee.
3. Solicit hard working volunteers to be on this Light Up Ludlow committee. Together this group will be responsible for obtaining sponsors, creating more outdoor décor for the tree lighting "park" area. Also, they will gather to set up the 22' tree the week before the event (always held on the Sunday after Thanksgiving) and to take down the tree in mid-January and put it in the storage container at the DPW yard.

This group will also assist in planning, creating fun things/activities for people to do, create yard décor and signage, and a floor plan/placement for the booths, etc. We'll also need to set up everything else a day or so prior to get ready for the event.

Once a subcommittee is formed (or at least started) they can begin to meet in the Spring time to get started and begin planning, and also again in September to start making décor.

4. Every group that has a pop up tent/gazebo will have to provide lighting for their space. Harbor Freight has a great set of solar powered lights for approx. \$30 and they work well. One or two sets would be fine for each tent area.
5. Lighting- Obtain at least 2-3 outdoor portable tower lights – either from DPW (they have one) and ask local construction companies to borrow one for this event to set up on the corners. They'll be turned off for the actual tree lighting, then turned back on after a few minutes. Note that electricity is very limited in the park area where the Christmas tree is, so solar powered lighting is the way to go and it looks pretty and festive.
6. Consider adding seating in an area or two, and also by the food trucks. The DPW has some metal picnic tables.

7. Warming/Burn barrels – only one or two were going. They were helpful. More would have been better. There was a bit of trouble getting them started. Next year, start them at least an hour earlier to get them going and keep them going.
8. Add some outdoor games for all ages. Note: The Celebrate Ludlow committee did have on hand two sets of corn hole, however due to the rain they were not put out.
9. Coloring Contest - start the contest by giving out the coloring page to the art departments at the elementary schools (East St., Harris Brook and St. John's) on November 1<sup>st</sup> so the children have time to work on in class and or at home, to be returned to the Light Up Ludlow event and displayed at town hall. We'll want to get a sponsor for this contest so we have prizes to give for several age groups.
10. Speaker system – we'll need to have a couple of speakers throughout the area so that music can be heard better. The choir and children signing will need more microphones and more speakers would be so helpful.
11. Music- The sing along booklets that were created and passed around were well received and people liked joining in with the kids. It was great to have the LHS choir lead the younger children in songs.
12. Signage – make or have printed signs for where Santa will be seated for children to visit, and anything else that is featured.
13. Personalized ornaments- were pretty well received. Linda bought the ornaments and personalized all of them. They sell for \$5 each and will stay on the tree panels.
14. Photo op area- We did have one this year but due to the rain it wasn't utilized much.
15. If needed, consider using Ludlow High School lawn area for additional events such as a possible ice carving, wood carving, or similar. If we can grow big enough to have more things to do, maybe we'd need to use space at LHS. A request for school usage is needed at least 6-8 weeks prior.
16. Sponsors – create a sponsorship letter, form, dollar amounts to solicit sponsors to help pay for some things such as ice carving (\$500-700), wood carving (\$900), Roaming Railroad train ride (\$900-\$1,000). Send and or visit with potential sponsors in early spring time.
17. Consider renting a canopy with some seating and tables. This would cost about \$1K for a 20'x40' tent with 8-10 tables and about 50 chairs. Note: would this really be cost effective for a 3 hour event? Ocean State Job Lot often has the pop up canopy in a 10' x10' or even a 10' x 20' size for approximately \$150 -\$250 on a Crazy Deal. (A Job Lot Crazy Deal means you pay for the item and receive that amount in a gift card to be used for another purchase.) it might be beneficial to purchase some of these for our group vs. renting. They are easy to put up and take down, and they store easily and compactly.
18. Consider a couple of craft vendors to be on site and perhaps charge a small fee. People like to shop for Christmas so this could be considered. Any vendors would be responsible for providing their own tent, tables and lighting.
19. Kids crafts – were very well received. Thank you to Keystone Commons ladies for assisting in making hats and scarves for the snowman snow measuring stick. Linda obtained 88 paint sticks for this project, painted them, and marked them in inches. Lots of work on this project, but the kids and families enjoyed making them and taking them home.  
The girl scout troop provided a make and take reindeer food bag and it was very well received by the children and parents too.

20. Special characters – thanks to the LHS drama club students, they did a great job interacting with the children. We'll continue to do this and should make a donation to the LHS drama club as a thank you for their time. Thank you to LHS teacher Adelei Bernard for her help in getting the students for us! Much appreciated.
21. Hot Cocoa - we ran out! The Ludlow CARES is considering purchasing their own Igloo serving containers for future usage at this event. Smaller sized cups were also discussed. Everyone was happy that the cocoa was free.
22. Cookies – let's get more sponsors for the free cookies and or snacks. We are always grateful for the Big Y donation, and they gave out 100 cookies! Maybe get more and or ask another group to donate cookies. Next year, let's omit the decorating your own part. While the children enjoyed decorating the cookies, it created a huge mess on the carpet. The carpeting needed to be scraped and scrubbed clean.
23. Popcorn – our free popcorn was very well received (as expected) and we popped enough to give out 100+ bags. The cost was about \$50.
24. Kettle Corn vendor- they were happy to be there, and want to come back next year.
25. Food trucks – we had one, though two were expected. One forgot about the date of our event. People did buy from the truck and liked that some food was available.
26. Face painting done by the boy scouts and it was great. Next year, ask them to create signage to promote this. There was no charge for the face painting.
27. Utilize more of the parking lot at town hall for additional events and fun things to do. This of course is always weather permitting. Town Hall only has one small room to use.
28. This summer/early fall (at Falling Into Fun) really push/advertise Light Up Ludlow. Get volunteers, put out donation cans, maybe a raffle.
29. Santa! He's always a big hit. We need to tell people where he is located to sit with him. Also, volunteers can be more active in telling people where he is located. Signage will be helpful.
30. Letters to Santa mailbox! Another big hit with the beautiful hand made mailbox and pre-made post cards. Let's get this area well lit and seen for next year. Thank you to Shirley Fleobott and Joanna Stoeber for creating this. They are going to answer some of the letters too! This beautiful mailbox is still on the front steps of town hall.
31. Town Hall interior décor - we need help in getting town hall and area decorated. We only had 2-3 people do all of the decorating in the building. There are 4 trees inside the building.
32. The robo call Linda did the Monday before the event was well received. We heard many comments that it was a friendly reminder. It went out to over 10 thousand people. So, we'll continue to do that going forward.
33. Clean up – sadly, not many stayed behind to clean up afterwards. Kevin and Linda stayed to put things away in the shed and clean up inside and outside for close to two hours by themselves.  
There will need to be a team of volunteers to put the yard décor away in January. We'll need to do this when the tree comes down in mid-January. About 10-12 people will be needed. The 40' metal storage container housed at the DPW will be delivered and in place by then.

### 34. Toys for Tots-

Suggestions for this are: Putting the donation boxes out earlier – maybe in October.

Also, more advertising and getting the word out that there is a chance to win a gift basket for those who bring a toy with them. Many didn't know about this, but were pleasantly surprised that it was there.

Military vehicle (7 ton size) – park the truck so that the back is seen being filled with the toys.

Toys for Tots , is still being led by the great folks in the Ludlow Rotary. Thank you!!

The cute red Toys for Tots train in front of the tree was made by Ryan Howe, of the American Legion post 52. It really makes a statement too, and stands as a reminder that the Light Up Ludlow event is also about giving to children in need so they experience a happy Christmas.

Thank you to ALL who made this “Light Up Ludlow” a success. We have lots of room to grow and create wonderful future events for all to enjoy. Many more volunteers will be needed so please recruit people who would a great fit to the committee and are willing to put in the work.

#### A very special thank you to:

Ludlow DPW, Ludlow Police and Ludlow Fire Departments, Ludlow Rotary, Friends of the Ludlow Animal Control, Big Y, Playnow!, Ludlow CARES, Santa, Ludlow Veteran's, Ludlow Boys and Girls Club, American Legion post 52, Keystone Commons, LHS Choir, LHS Drama Club members, Boy Scouts, Girl Scouts, Ludlow town hall helpers, and to the many volunteers who worked so hard to make Light Up Ludlow happen!

Thank you to the Select Board for always supporting our efforts. You are all very much appreciated.

Meeting adjourned at 7:12

Meeting minutes respectfully submitted by Linda Collette

Note: The woman who heads the Light Up Palmer tree lighting committee wants to get together (in the beginning of 2026) with us, Ware, Monson and Three Rivers, all of the surrounding towns that do tree lightings, to come together to discuss what and how we can all do to make all of our events fun and be successful. It's great when we can all come together to celebrate Christmas and our towns.