

Celebrate Ludlow Meeting Minutes from May 8, 2025

Hubbard Memorial Library

Attendees: Linda Collette, Bruce Durand, Maureen Beauregard, Diane Walton, Cheryl Lukas, Sue Corjay, Elaine Hodgman, Robert Haryasz, Maggie Bresnahan

Meeting called to order at 6:00 p.m. Pledge of Allegiance.

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TOWN OF LUDLOW

The group discussed this committee follows Open Meeting Law rules. Anyone interested in becoming a voting member will need to send a letter of intent to the Ludlow Board of Selectman. Once approved, they will then be sworn in to be an official member with voting rights. Anyone else is still welcome to be a volunteer and help out on this committee, attend meetings, and still be an important part of this group.

In October of 2023, after the last Celebrate Ludlow Fall event was held, members of this committee discussed changing the name of this committee and rebranding, come up with a new name, create a logo, etc.

Those in attendance this evening agreed that the name of this committee should change from Celebrate Ludlow to something else. All are encouraged to come up with a name to be discussed at a future meeting. From there, a logo can be created and used going forward. An email address can be created, as well as a Facebook page, etc. Once decided, we will present this name change to the BOS for approval. Linda suggested using the Ludlow 250th logo with the 4 iconic Ludlow building on it and change the area where the 250th is to be replaced with the new name. All are asked to think of fun and creative names for this committee, using Ludlow in the name.

Events to be created and held were discussed. Everyone agreed that a Fall event should be held yearly as it has been successful for the past few years. A Falling Into Fun event was held on the first weekend in October in 2024. Rober Haryasz mentioned that this committee should go forward with keeping future events on the first weekend on October as it is a good time of the year and the same time of year makes it easy for people to remember the event. All agreed.

Linda had reached out to the Town of Ludlow Recreation Dept to save the date of October 4, 2025. After some discussion those in attendance agreed to host a Fall event at the Veteran's Memorial Park on this date from 11-6:00 p.m. This event will include local civic groups, craft and food vendors, and musical entertainment, as we have done in the past. A letter of intent to hold this event will have to be created and sent to the BOS for approval. Linda will create and send this letter to hopefully be discussed at the next BOS to be held on Tuesday, May 20, 2025. Once approved, we can further discuss details at the next meeting, and we will begin assigning tasks to move this along asap as we're a bit behind in getting this event going. Selling 50 crafter spaces at \$40 each would net \$2K, allowing the committee to pay for musical entertainment, and other necessary items such as porta-potty, trash, etc.

Other events to be planned is the Town Tree Lighting. The Ludlow 250th have purchased a pre-lit Christmas tree and we can assist in creating a committee to get the tree and all décor set up to be lit for the weekend after Thanksgiving. Civic groups, local community, etc. will be invited to participate in this event as in the past. A visit from Santa will be planned, and tie in with a toy collection. More planning on this will be discussed at future meetings.

Fundraising – was discussed and it is necessary to keep this committee able to put on any and all events. A \$20 calendar fundraiser was discussed, possibly started this summer for drawing in the month of October. This kind of fundraiser will need to have lots of participation, of course, as well as at least 2-3 members to control it. The Friends of the Ludlow 250th did this and earned approximately \$12K. About 600 tickets at \$20 each would need to be sold to earn \$10K. The cost of printing tickets and the daily cash prizes to be considered in that amount. If not all daily cash amounts, an occasional gift card item could also be considered and if donated, would be even more profitable.

Another idea was a hypnotist fundraiser as the Ludlow committee had done in the past which raised approximately \$4K. Tickets were sold for \$20. The Polish Club Bingo committee had donated the use of the hall. The Polish American Citizens Club can hold about 250 people for this kind of event. Donated raffle prizes are also needed to earn additional funds.

Sub Committees needed are a Garden Club to help in town wide plantings around the Veteran's Memorial Park, and around the East Street planters, etc.

This group decided that Monday meetings are best, 6:00 p.m. is the preferred time. We will need to meet twice a month, the first and third Monday's when we are busy planning events such as the Fall event. After Christmas we may only need to meet monthly unless other events are in the works.

Next Meeting is set for Monday, May 19th, 6:00 in the Selectman's conference room at Town Hall.

June meetings are June 2 and 16, at 6:00 in the Selectman's conference room at Town Hall.

July meetings are July 7 and 21, at 6:00 in the Selectman's conference room at Town Hall.