

BURR GARDENS ADVISORY COMMITTEE MEETING

Wednesday, January 22, 2020
Sullivan Independence Hall, 9:00 a.m.
First Floor Conference Room

1. Call to Order

Presiding Chairman Robert Twardzik called the meeting to order at 9:13 a.m.

Present

Robert Twardzik, Tara Backe, Laura Fasano Ellen Gould, Karen Winget and Shana Wiswell, Lisa Callahan (by phone)

Absent

Ex Officio members not in attendance were Michael Jehle, Director of the Fairfield Museum and History Center, and Jeff Minder, Town of Fairfield Tree Warden.

2. Approval of December 5th meeting minutes and annual Organizational meeting minutes

-Mr. Twardzik motioned for approval of December minutes. Ms. Backe seconded. All approved.

-Mr. Twardzik motioned for approval of the organizational meeting minutes. Ms. Winget seconded. All approved.

3. Chairman's Report

-Mr. Twardzik noted that he would like the meeting to focus on summer event. He updated the the group that there had been a few smaller sub-committee meetings to discuss invitation design and sponsorship.

-Ms. Backe noted that we're such a small committee, an event sub-committee seemed unnecessary.

-All agreed that while there will be no formal sub-committee, Ms. Gould will take the lead on invitation, Ms. Winget and Ms. Wiswell will take the lead on PR/Sponsorship and will regularly email updates and next steps to the broader group.

-The initial date proposed for the Summer Stroll event will no longer work due to several conflicts.

-Ms. Winget reached out to Allison at the Burr Mansion to request the date be changed to Thursday, 6/25.

-Ms. Gould shared invitation materials, all approved Summer Stroll logo.

-Reminder for every member to send Tara their lists of contacts. There was agreement that emails will only come from personal contacts.

-Ms. Wiswell will work on a budget and quotes to get started.

-Ms. Fasano and Ms. Winget will finalize sponsorship letter and circulate.

-There was group discussion about the letterhead - Can Ms. Gould try to make names stand out more? Left margin won't work well but she'll try to cap and bold names at the bottom.

-Ms. Wiswell inquired about the BGAC's bank account. It was explained that the Town holds the money. To request a payment a check request form must be filed with the Town. Ms. Backe noted that she will request that the Town provides us with a monthly statement.

-There was group discussion about where will sponsorship money go. Agreement was to use 739 Post Road, Burr Mansion address c/o Burr Gardens Advisory Committee

-Ms. Backe suggested the BGAC come up with a way to visualize elements of the plan, such as sketches or computer renderings. There was group discussion over how to make this have a consistent look. Ms. Fasano said she would approach a few contacts who may be able to do some artwork. Ms. Wiswell suggested using borrowed trees at the different points of the stroll to show what they will add. For example, adding a small magnolia tree at the magnolia stop, etc.

-There was discussion about doing an auction and/or a giving tree. This will be revisited at the next meeting.

-Ms. Winget requested feedback on sponsorship card. Group provided immediate feedback: Take out Maple, replace with Weeping Cherry.

4. Committee Reports

a. Grounds - no report

5. Old Business

No additional old business was discussed.

6. New Business

No additional new business was discussed.

7. Adjournment

There being no further business to discuss, Mr. Twardzik made a motion for the meeting to be adjourned, seconded by Ms. Backe and unanimously approved at 10:40 a.m.

Respectfully submitted,

Shana Wiswell

Secretary