

Minutes
Sweetser Lectures Series Advisory Committee
April 12, 2023

Attending: Julie Scott, Sara Murphy, Faith Hodgson, Bob Burk, Helen Hincman, Jeanne Blumer, David Miller Joe Spear, Lorraine Lackey and Susan Kilkelly

Secretary's Report: The minutes of the March 8, 2023 meeting, taken by Faith Hodgkins, were accepted by the Committee. As our minutes are posted by the Town of Wakefield, we need to be careful not to include the names of prospective speakers until such time as they are formally chosen as speakers and have accepted the engagement.

Treasurer's report: We received \$76 in interest income in March which works out to an annual rate of about 1.4%. We have received a vendor number from one speaker, one number is on file from a previous engagement and we are awaiting numbers from 2 more speakers. They were asked to get the information to us by April 25, 2023. David Miller has been asking the Town about getting set up to accept electronic payments, but so far that does not seem possible. He will continue to investigate.

Old Business:

- Storage issues: Julie Scott will store the banner for now. The Beebe Library is willing to keep digitized copies of the taped lectures and signed programs. We still need a physical place to store the originals. The Library still seems the best place as it is not very much material.

A question was raised about the tapes of the older lectures which were done by WCAT. It would be a good idea to see if they still exist and could be preserved as well.

New Business:

- Vounteer Appreciation - Several Members were able to attend the Volunteer Appreciation event hosted by the Town

- Tax Exempt Number - Julie asked about obtaining a copy of the tax exempt number on an official town letterhead or perhaps in an official card format. David will follow up on that.

- Suggestions of new members. Faith, David and Julie all had ideas of people they think would be good additions to the committee. There was a question about whether members need to be Wakefield residents. As we are an advisory committee, they do not need to be.

- Town Hall request for minutes: Sara took care of providing copies of the requested minutes to Town Hall. In the future, once the minutes of a meeting are approved at the next meeting, the secretary should either send a copy to Town Hall or arrange for a copy to be sent.

● Sara's responsibilities to be Delegated to others: Sara provided a partial list of all the many jobs she has been doing for us, which other committee members need to take on

- Helen has taken on the members contact list
- Collecting lists of potential speakers to bring to meetings
- Sending letters of inquiry to potential speakers
- Emailing prospective speakers, usually multiple times, to arrange dates etc.
- Sending confirmation letters to chosen speakers and letters informing those not chosen
- Request letter to the Savings Bank for sponsorship
- Confirmation packets for speakers including confirmation letters, speaker information sheet, request for biography and preferred picture, talent release form, W-9 tax forms . This often requires follow up
- Researching and reserving dates for Savings Bank Theater. Contact is Amy Loews.
- Arranging notices to go out with MGLD bills

● Request to Savings Bank for sponsorship - Sara has talked to someone at the bank informally. We need to do a formal request but there should be no problem.

● Sara has sent out the Packets (as described above) to the speakers requesting that all the documents be returned by April 25, 2023. Items are beginning to come in.

● WMGLD notice - The Item has informed us that the cost of copying the 12,000 or so flyers will remain at \$475.00 this year, but will go up in the future. The WMGLD is contracting with an out of state vendor to mail the bills so the cost of shipping the flyers to the vendor is going up a lot.

• A question was raised as to whether sending those notices is cost effective. Several members felt no one looked at them at all. We get less than a dozen requests for tickets from the mailing each year, so it is not cost effective that way. There is no way to judge how many people look at the mailing and then buy a ticket somewhere else. Julie feels strongly that there are other ways to reach people through email blasts sent out by the town. She will research what town departments send out emails and whether we could piggy back on them as we have been doing with the MGLD mailing.

• We voted unanimously to suspend sending out the notices with the MGLD bills this year and to research, and use if appropriate, town electronic resources to send out our flyers.

• We will also use other publicity resources such as targeted mailings, Facebook and Instagram.

● End of Fiscal Year Distributions: After much discussion a unanimous vote was taken to continue supporting the same charities. Committee members disagreed on how and if to add new groups. In the past many groups have not been able to promise that the funds would be used only for the "poor of Wakefield". We will look at the percentages given to each group at our next meeting.

● Announcement of Series: The announcement will be sent out when the forms are received from the Speakers. An announcement will be in the Item in May. Joe has a list of other local media outlets to send an announcement to

●Publicity Work Meeting. It is time for a meeting though, before we schedule a meeting for targeted mailings, we need to create lists of recipients. Ideas for this year include: Fire and police departments, Rotary Clubs, WCAT, Lions Clubs as well as the usual historical societies, councils on aging, schools, colleges, libraries and churches. Further discussion was held about whether it is cost-effective to send out the letters. No decision was made to change our procedure.

●Benefactor and Patrons: As the price of tickets has been raised, the monetary levels for Benefactors and Patrons needs to be adjusted. After much discussion it was proposed to simplify things and have only one level, Benefactor. It was voted, 9-1, to offer one level of Benefactor at \$100.00, each Benefactor to receive a listing in the program, one series ticket (spelled out as one ticket to each of the three lectures) and no guest ticket option.

●Ticket Sales; Brightview, Whitlam books, and the Book Oasis have agreed to sell tickets. Committee members will ask Sweet Bay, the Senior Center and the Library to sell tickets also.

●Julie Scott and David Miller will speak about the Sweetser Lectures at the next Rotay Meeting on April 25.

Next Meetings:

Publicity Work Meeting - Monday, April 24, 2023 7 p.m. at Episcopal Church
Regular Meeting - Thursday, May 11, 2023 7 p.m. at Episcopal Church

Respectfully submitted,

Susan K. Kilkelly