

1814 Commemoration Inc.  
Battle of Plattsburgh (BOP) Board - Committee

Hybrid Meeting

Held in the Second Floor Auditorium of the Plattsburgh Public Library (PPL), Oak Street,  
Plattsburgh, NY  
and  
Via ZOOM

Thursday,  
April 20, 2023  
4:06 pm – 6:43 pm

Minutes

**Board Members Present:**

Tom Donahue	in person
Forrest Edwards	in person
Vicki Giroux	zoom
Jim Guinness	in person
Judy Lefebvre	in person
Tim Horn	zoom
Chris Ransom	in person
Mary Simmers	in person

**Board Members Not Present:**

Sharon Bell  
Richard Frost  
Wendy Gilchrist

**Committee Members, Volunteers, etc. Present:**

Geri Favreau	zoom
Russell Feher	in person
Diane Kwarta	zoom
Nicole Martino	in person
Tom Metz	zoom
Stan Ransom	in person
Ellen Riley	zoom
Linda Masterson Ward	in person

**Guest Present:**

Anika Fullum	zoom
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## **Welcome and Agenda**

President, Tom Donahue called the meeting of the 1814 Battle of Plattsburgh Commemoration to order at 4:06pm. Tom welcomed everyone and mentioned that Anika Fullum from Assorted Artistries will give us a presentation at about 4:30pm today.

## **Dates**

### 2023

Thursday, September 7 – Monday September 11, 2023. We are NOT planning activities on September 11, 2023, but John Rock will be holding his Crab Island Memorial which we may be able to support or perhaps even help with.

### 2024

Second Full Weekend in September which would be Sept 13-15, 2024.

## **Fundraising**

Tom provided copies of the fundraising booklet. He says that it was mailed out Wednesday by Pennysaver. Cost: 39 cents per mailing. Total cost: \$600. for all printing, handling & mailing.

Nicole Martino was provided a list of about 40 donors from 2021 and 2022 to follow up on. Tom has a list of potential donors. He asked everyone to take a group of 10 potential donors and contact them. They should have already received a copy of the fundraising booklet or will receive it very soon. Nicole says that some on her list have already received the fundraising booklet. She reported that Plattco will be meeting soon about our request for a donation.

## Banks

Tom made a separate list (39) of banks & credit unions & potential high donors to contact. Kit Booth started working on it with Tom. Vicki will also work with Tom on these. Tom needs Executive Committee Board Members to go with him.

## Follow Up

Everyone needs to take 10 potential donors and follow up.

## Banks-Community Bank

Tom said that Jim Snook from Community Bank was hoping to sponsor at a higher level, but Community Bank regional office decided to donate \$1,000.

## Rotary - Sunrise

Sunrise Rotary may be willing to sponsor an existing event.

## Raffle – 50/50

We will be selling raffle tickets to a 50/50 raffle.

Ticket will be pulled on Monday, September 11.

Forrest mentioned that the prize should be less than \$5,000.

\$1. for 1 ticket

\$5. for 6 tickets

\$10. for 14 tickets

\$20 for 30 tickets

\$50. for 75 tickets

### **Assorted Artistries**

Anika Fullum summarized her proposal and answered questions.

Anika and her staff would “take over” our Social Media for several months and create content.

Then they would review & plan for the next 3 months.

They would train us to continue.

For the first couple of months, they would have all their posts approved by us first.

Cost: \$500. + \$216. for Power User Subscription. (Upfront: \$250. + subscription to Power User)

One of the goals would be to convert our marketing from mail to email. Anika suggests it might take them 3 hours to design the email templates. Anika would need more information from us to determine what would be best for us.

### Fundraising Events

Assorted Artistries would receive 7% of the profit of a specific fundraising event that they put together.

### McKenzie Delise

We currently pay McKenzie \$25. per hour for posting on our Social Media: Facebook, Instagram. Tom will be in contact with McKenzie to see how she can work with Assorted Artistries.

### Motion

Mary Simmers moved that we accept Assorted Artistries’ contract.

Tim seconded.

There was limited clarifying discussion.

All Board Members present (in person and on zoom) approved.

### **Souvenirs - Commemorative Coin**

Tom had provided illustrations of a possible commemorative coin. After discussion and Forrest Edwards’ offer of sponsorship, it was decided to produce 100 copies of the coin and sell them for \$25 each. They would cost us about \$5.39 each. We would call them an “all access pass.” They would allow entry into all events. In 2014 they produced 100 coins which sold very well. Make sure to keep aside copies of the coin for the military band officers/directors, mayor and?

### **Souvenirs – T-Shirt**

We purchased T-shirts for about \$10 each & sold them for about \$20 in 2022. They sold well. We will purchase more T-shirts in 2023 with the 25th anniversary logo. Tim Horn and Mary Simmers will work on.

LoRemans, Jolly Good and Lin Pro are companies that do T-Shirts. LoRemans made T-shirts for us last year. All present agreed that we should make T-shirts this year. Use the 25<sup>th</sup> anniversary design on the T-shirts.

### **Souvenirs – Button**

The buttons should be available soon.

We will be able to sell the button at:

- Farmers Market (Tim and Dorothy Horn will cover all except those in May and those in June up to and including June 17).
- United Way
- CCHA (Clinton County Historical Association)
- Kent Delord
- Old Post Cemetery – (Judy is checking to see if we can sell buttons, shirts & raffle tickets)
- Chazy Old Home Day

We **cannot** sell buttons or raffle tickets at Parks Come Alive.

Chris thinks we need a permit to sell buttons on the Fourth of July and the Mayors Cup. She thinks we can sell raffle tickets at these events. Tom wants to ask Courtney about the permit.

### Button Raffle

Nicole described a button fundraising idea. In Kind donations would be the prizes for button numbers pulled. All buttons should be numbered. Volunteers should be eligible for prizes.

### **Magazine (Event Magazine)**

Bids/RFPs were submitted to:

1. Pennysaver
2. Northeast Printing
3. Studley

Pennysaver declined to bid.

### Studley Bid

68 pages	68 pages
1,000 copies	1,000 copies
\$5500. (thinner cover)	\$5800.

### Northeast Printing Bid

60 pages	60 pages
750 copies	1,000 copies
\$5400.	\$7900.

The above quotes do NOT include editing. That would be an additional \$95 per hour.

Tom also spoke with Jodi Brunner to see if she would do the layout for our magazine. She declined.

Tom will see if Border Press in Rouses Point would like to bid on the magazine.

Article Ideas

Barracks Golf Course.

Tom was at the Barracks Golf Course. The first 10 holes are each marked with a marker about the Battle of Plattsburgh. Tom asked if we could do an article on this for our Commemoration Magazine.

Scouts Heritage Trail

Might include in the Magazine. Tom Metz suggested asking Jim Guinness.

**City of Plattsburgh Website**

Geri said that there is a BOP trail on the City of Plattsburgh website. Geri also mentioned that Fort Moreau is not in the plans for the City park renovations. She asked that we submit comments.

**CCHA (Clinton Community Historical Association)**

CCHA will display historical items given to 1814 Commemoration Inc.

**Banners**

Diane Kwarta reported that she had equipment (Cricket Machine) that could produce date updates on vinyl for last year's banners. Judy would like some banners for the Old Post Cemetery.

**Fessette Realty**

Tom asks Fessette Realty to keep an eye open for property that might work for 1814 BOP.

**City Construction**Margaret Street

We do not know exactly how the Margaret Street construction project will impact 2023 BOP. Traffic routing may be the issue.

Wilcox Dock

Part of Wilcox Dock will be fenced off for an underwater cabling project. Parking might be reduced. The boat launch will be open. Tom needs to discuss with reenactors to see how this might impact their reenactments. The City Beach was suggested as a possible viewing location?

**Wastewater Treatment Plant**

Tom asked Geri to see if she could get us some ideas for accurate historical façades to use on the renovated Wastewater Treatment Plant.

**Reenactments**

Assemblyman Billy Jones is working on gun law challenges related to reenactments.

**United Way**

Tom spoke with John Bernardi. They will sell buttons. John will also work with us to help us get support. Ties to underprivileged children would be helpful.

### **Meeting Alice Hyde Staff (Ellen and Leni), Chazy Historian (Ellen Riley), & Mary Simmers**

Mary reported on a meeting with Ellen and Leni from Alice Miner Museum and the Chazy Historian, Ellen Riley. Ellen Riley is working with the Chazy school art program developing a slide program using the numerous historic signs around Chazy with an emphasis on related information to the War of 1812/BOP. The Alice staff will take this and add in details. One idea is to use for a scavenger hunt for students and the community. Ellen Riley will have a table at Chazy Old Home Day (July 22) where we can sell buttons and raffle tickets. Cindy Jensen Bruneau has volunteered to work at that table.

Thursday evening, September 7, The Alice could provide their hall for a talk. One idea is a talk about the movements of the British as they traveled from Canada to Plattsburgh. They are willing to coordinate with Rich Frost's History Talk. Mary emailed Rich about this. Another idea is a concert on the Alice property or the High School. Leni would like to hold her Historic Chazy tour on Sunday morning of the BOP. Leni can also write an article on Chazy and BOP for the Commemoration events magazine.

### **Education Program & Children's Poster Contest**

Linda reported on her progress.

- PPL (Plattsburgh Public Library)
  - Linda spoke with Anne at PPL. Ann said that PPL would like to participate.
  - Linda asked Anne about the Wayside Side. Anne said there is a desire to landscape the area first before the sign is installed.
- Coloring Book
  - Linda has been working to recreate the coloring book. It will be given to 1200 5<sup>th</sup> graders in Clinton and Essex Counties. (The hope is to add Franklin County in the future.) Text is in English and French. The interior will be the same as the original. The cost will be \$1. per copy. The cost will be \$1200. which Linda will advance. She has hopes for a potential sponsor to pay for printing.
- Collection of books & articles
  - Linda would like every school in Clinton & Essex County to have a history kit which would include a collection of books & articles related to BOP.
- Press Republican 2014 Booklet
  - Stan is following up with Lamiaa Aly at the Press Republican.
- Children's Poster Contest
  - Linda is working with Shannon Piche.
  - Linda has first prize winners of all poster contests. Would like frame all.
  - Linda is discussing with Emily Moosman from the mall about an exhibit of all the posters. The size of the posters is 12" by 18". The cost to frame all of them would be about \$1500. Geri Favreau has frames she wants to give away.
- Movie – 9 Days A Soldier
  - Linda says the cost would be \$7 to \$10 million.

### **Guests**

Linda reported on what she has done related to guests.

- Chateau Ramzey

- o They are coming in 2023 which is their 25<sup>th</sup> year of coming. They will know how many will come by June.
- Others
  - o Linda has invited the Lairds (Royal Navy) Submarine Commander and spouse. She needs to know who else to invite.
  - o Jay family
  - o Macdonough family

### **Sign in Mall**

John Momont (Plattsburgh Creative Signs) has provided the 1814 BOP sign in the mall. It needs updating. Tom to contact.

### **Thank You**

Linda suggested planting a tree in honor of Sally Booth and others who have made the Battle of Plattsburgh Commemorations a reality...a "Thank You from the Community."

Locations to be considered might be:

- PPL
- Kent Delord
- Crab Island

### **Quilters & High Tea**

Linda reported that the quilters may display quilts in Trinity Church. A high tea in Trinity Church might be well received. The quilters might donate a quilt to Trinity Church. Maybe the Shape Note singers might perform in Trinity Church and maybe an 1814 service could be provided at Trinity Church.

### **Play**

Rich Frost has submitted a grant for \$5,000. but he will not know if it is approved until June at the earliest. He will still need an additional \$5,000. to \$8,000. We discussed and decided that we could not afford this amount this year.

### **History Talks**

Rich need to know the times we want the history talks to occur.

Location of the History Talks needs to be determined. Is Trinity Church the preferred location?

Linda suggested the 9 Days a Soldier (Joy D.) and Aikens Rifle for a talk and the author of Untold Story of Women in 1812 (D. Graves).

### **Entertainment**

Linda is working with Russell Feher.

- Glengarry Bhoys
- Steve Gratto
- Birds of Prey Man
- Clown

Linda will talk with Vicki about hotel possibilities.

## **Bands & Concerts**

### **Navy Band**

- Tim says they are interested. Might come on Thursday for a concert that night and leave after the Beat Retreat on Saturday. If they come on Friday, they could do the parade and Beat Retreat on Saturday and possibly a concert on Sunday night at 5pm? Tim said that they would fund their own travel.

### **Norwich**

- Tim says Norwich plans to come.

### **Tenth Mountain Division**

- Tim submitted the application and is waiting to hear back.

### **Cobourg Band of the Royal Marines**

- Vicki anticipates the cost to be at least \$15,000 to \$20,000. Vicki says Andrew is working on finding out how many can come and costs. They could do a concert on Saturday night.

## **Hotels**

Vicki and Linda will talk about options.

## **Ceremonies**

### Riverside

Tim says he can do Riverside **Thursday night at 5pm** or Friday. Gospel Choir donates their performance. Might ask the Trinity Church minister to speak at Riverside.

### Old Post

Judy is working on the Old Post Cemetery Ceremony for June 17. It will include a Scavenger Hunt. If a new flagpole is to be installed, they can have a ceremony. Judy would like a couple of signs/banners for the fence for Old Post Cemetery. She will ask Plattsburgh Creative Signs for a quote. Judy is waiting for an answer about selling buttons and raffle tickets at the event. Sylvia Newman will help at the Old Post Cemetery.

**Old Times Children's Village** (*This was not discussed at this meeting, but Kristin Collins emailed us her update.*)

Kristin could not be at this meeting, but she sent an update. She has set the Village for Saturday, Sept 9 from 10am-4pm. They have 8 organizations/activities confirmed. She is NOT planning an official Children's Fair/Village on Sunday, but the tents could be used for other activities on Sunday.

## **Schedule**

Tom suggested using the schedule from 2022.

### **Sunday**

- Linda suggests 11am-3pm or 11am-2pm.

## **Theme**

Twenty-fifth Anniversary.

## **Parade**

Community Bank wants to be in the Parade.

## **Tents**



Tom reported that the quote he received from Taylor for tents is \$6700.

### **Budget**

Forrest said we currently have about \$20,000. in our account.

### **The next meeting(s):**

PPL auditorium is reserved for us for the **3<sup>rd</sup> Thursday** of each month for our meetings beginning at 4pm. Two additional dates are also reserved (one tentatively): August 3 & August 31.

The next meeting is scheduled for:

**May 18, 2023**, at 4 pm.

### **Adjournment**

Motion by Jim Guinness to adjourn the meeting.

Tim seconded.

All were in favor.

Meeting adjourned at 6:43pm

Respectfully submitted:

Chris Ransom, 1814 Board Secretary

*Revised April 23, 2023, 4:45pm*

*Revised April 24, 2023, 1:10pm*

*Revised April 28, 2023, 3pm*

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