

## 1814 Board

Hybrid Meeting  
ZOOM & In-Person

in the  
Community Meeting Room of the Government Center  
137 Margaret Street  
Plattsburgh, NY 12901

Wednesday, March 2, 2022  
3:01pm– 4:50pm

**Board Members Present:**

Sharon Bell	in person
Kristin Collins	in person
Tom Donahue	in person
Richard Frost	in person
Wendy Gilchrist	in person
Vicki Giroux	on zoom
Jim Guinness	in person
Tim Horn	on zoom
Judy Lefebvre	in person
Charles Loscalzo	on zoom
Chris Ransom	in person
Mary Simmers	on zoom

**Board Members Not Present:**

Forrest Edwards  
PJ Miller  
Lana Putnam

**Welcome and Agenda**

President, Tom Donahue called the meeting of the Board of Directors of 1814 Inc. to order at 3:01pm and welcomed everyone.

Tom summarized the agenda for this meeting which includes:

- 1-Budget update
- 2-President's Report
- 3-Fundraising Proposals – What is “Doable”
  - a-Direct mailing
  - b-Underwriter concept
  - c-Magazine/Commemoration Booklet

- 4-Old Business
- 5-New Business
- 6-Adjournment

### President's Report/Update

Tom provided the following updates.

- 1-Bruce Carlin updated website
  - Updated committee lists, Board members and dates
  - Added list for local museum websites
- 2-Contacted Thunderhawk Living History and Nature School
  - Reenact Native American Life of 1700s-1800s
  - They want to participate
  - Will meet with them soon
- 3-Contacted Texas Roadhouse about fundraiser
  - We can have a Monday and we will receive 10%
  - Flyer needs to be out 4-6 weeks ahead
- 4-Grant Application
  - Started process for Adirondack Foundation, Charles R. Wood Foundation, TD Bank, Walmart.
  - Linda Ward is working on Pomeroy Foundation and Stewarts
- 4-Underwriting Proposal
  - Initial meeting with Rich Frost, Forrest Edwards, Chris Ransom and Tom Donahue
- 5-Jobs To Do
  - Send out for feedback
- 6-City
  - Met with Courtney at City
  - Insurance updates needed for storage at DPW
  - RFP on fireworks jointly with City and Sunrise Rotary
- 7-Resolutions to amend bylaws to clarify email voting – tabled for this meeting
- 8-Local Museums
  - Contacted local museums to get approval for shared listing of website info
    - Clinton County Historical Association
    - War of 1812 Museum
    - Kent-Delord House Museum
    - City of Plattsburgh
    - Thunderhawk Living History and Nature School
    - Rouses Point History and Welcome Center
    - Lake Champlain Maritime Museum
    - Ethan Allen Homestead
    - Samuel de Champlain History Center
    - Alice T. Miner Museum
    - Ethan Ellen Homestead

At this meeting Tom would like to decide on a date for our Texas Roadhouse fundraiser and how we will proceed with fundraising at this meeting.

### Texas Roadhouse

After discussion it was decided to hold a Texas Roadhouse fundraiser on **Monday, May 16, 2022**. Tom will contact supervisor at Texas Roadhouse to set things up.

### City Proposal for Fireworks RFP

The City proposes to send a RFP for Fireworks Companies for 4<sup>th</sup> of July, Mayor's Cup and BOP as one quote to get better rates for all stakeholders. Tom will check with Erik Eaglefeather.

### Fundraising

There was discussion on these fundraising options:

Option 1. same type mailing and delivery as was done last year

Option 2. Implement new Underwriter program- three categories \$2,500, \$5,000, \$10,000

Option 3. Combination of #1 and #2

Comments:

Option 1. Already developing info for packets, - have mailing info from last year, -too much time and effort to do, too expensive, should deliver by hand, who is going to do it, -we should hire it done

Option 2. -Much easier if only had to solicit a few to get money needed, - not prepared to implement this year, -need to develop a "pitch" tell them what they get, -stress community involvement, -can we get commitment from Pomeroy and Stewarts that they are on board this year, -not enough people to do the job, it will take some time to set this up and we need to start now, -need to develop a list of what companies to solicit, -possible we could ask Kit to go along, -great idea to pitch for next year

Option 3. -might be confusing to potential donors, -we could try Underwriter's concept with some of the top givers, if they don't go for it revert to sponsorship as we did last year, -meet in person ask for sponsorship, bring up underwriter concept for next year,

Outcome:

Proceed with mailing and delivery as we did last year,

OPTION-select ten top companies (new and old) and present in person pitch for Underwriter (Tom, Rich, Vicki, Chris, Judy, Mary) if no interest revert to sponsorship package. Judy will do address labels. When ready reach out to committee for volunteers. Vicki will contact Shirley K. to see if she interested in helping with fundraising.

OPTION -hire outside firm or individual to do mailing

### Battle of Plattsburgh Commemoration Magazine/Brochure/Program

Mary Simmers is willing to take on this project. She is reaching out to people she knows to form committee to work with her. Need to get quotes from several printers (Pennysaver, Studley's, Sun, Northeast Printing?) for 700 copies and 1,000 copies (to match number of buttons). Get quotes for up to 66 pages in 12-page increments and for

glossy and non-glossy cover and pages. Find out what lead time is required

### Commemoration Graphics/Poster

We have asked Jodi Brunner, the graphic designer for concepts for this year's poster. The graphics will be used in mailings and as the graphic in all presentations and advertising. Jodi created the graphics for BOP in 2021. Also working on a direct mailing piece which will use the poster graphic as part of a 4-page insert to be sent to potential sponsors and donors, like what we did last year.

### Underwriters/Sponsorship/Donor Categories

The categories for sponsorship and donors will be:

Friends	\$18.14	- \$199.
Preble	\$200.	- \$499.
Ticonderoga	\$500.	- \$999.
Eagle	\$1,000.	-\$,2499.

Underwriter categories

The categories for underwriters will be:

Saratoga Division      \$2,500. - \$4,999.

Commodore

Thomas Macdonough

Division                      \$5,000. - \$9,999.

Flagship Division      \$10,000. and over

The Underwriters categories will include a personal meeting and presentation and benefits including but not limited to:

Website inclusion

Social media listing

Logo listing

Program- full page included in Commemoration Magazine for Flagship Division

Poster listing

Large banner

Announcements at all events

Advertising: press, radio, TV, etc.

Other exclusive benefits including perhaps free buttons and programs.

### Ideas for Underwriters

#### **Flagship Division (\$10,000.)**

Pomeroy  
Walmart  
Eaglefeather  
Casella  
Brennan GMC  
SeaComm  
Della  
Schluter Systems

**Macdonough Division (\$5,000. - \$9,999.)**

Clinton County  
Hannaford  
Price Chopper  
Target  
Jeffords Steel  
McDonalds  
Stewarts  
Nova Bus  
Plattco  
Car Dealers  
Banks  
Key Bank  
Norsk  
Alstrom  
Northern Insuring  
Clute Wealth Management  
CVPH Foundation

**Saratoga (\$2,500. - \$4,999.)**

Chapel Hill  
Banks  
Meadowbrook  
Beaumont Gastroenterology  
True North Dental  
Donlan Wealth  
Farrells  
Georgia Pacific  
Chamber of Commerce  
Rotary  
Service Groups  
Hoffman Eells  
Niles and Bracey

Dynamic Warehousing and Distribution (Matt Spiegel)  
Stafford Owens  
Mary Anne Bukolt-Ryder

**Old Post Cemetery:**

Prior to this meeting there was a discussion of holding an event centered around the Old Post Cemetery. **Wednesday, June 1, 2022** was suggested by Judy Lefebvre as a possible date. Judy will check with the museums' staff and get back to Tom Donahue.

**Board Members:**

Judy Lefebvre will be in Texas when we have our April meeting. Mary Simmers will be in Plattsburgh the second half of March.

**Meetings:**

Meeting will on the first Wednesday of each month, around 3pm. The BOP Committee will need to meet soon and there is a need for committees to meet.

**Adjournment:**

Sharon Bell moved to adjourn the meeting.  
Judy Lefebvre seconded.  
All present approved.

Meeting adjourned **4:50pm**

Respectfully submitted:

Chris Ransom, Secretary

Revised: March 27, 2022

Abbreviations:

BOP = Battle of Plattsburgh

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