

Metuchen Parade Commission

June 7, 2021, 7:15-8:15PM

Attendees: Denis Kane, Patricia Lucas-Schnarre, Lynne Mueller and Elen Regan

Future Meeting Schedule: July 6*, Aug. 2, Sept. 7*, Oct. 4, Nov. 1, Dec. 6

*Tuesday

Minutes

- Patricia motioned to approve meeting minutes from May 2021.
- **Memorial Day Debrief**
 - Art Contest Prizes
 - Next year, plan to award winners with prizes and digital certificate. Suggested to ask downtown stores for donations, i.e., ice cream gift certificate
 - Partner 501c3
 - Need to partner with one in order to accept funds/donations
 - MDA is a natural fit for Winter Festival Lights as it ties into their mission/objective
 - Lynne confirmed Issac is willing to collect sponsor funds again this year
 - Need to think about 2022 Memorial Day Parade, if we want a “wow” factor, we will need sponsorships (will add to mid-year presentation)
 - MHS Volunteer
 - Patricia will draft a letter to Sammie Zhu recognizing and thanking her for volunteering her time on the Art Contest submissions. It will be signed by the Mayor and the Parade Commission with a cc: to the principal, vice principal and National Honor Society teacher mentor
 - Ceremony at Memorial Park
 - Organized, but lacked some of the community involvement of years past, i.e. high school band trumpet section
 - Sound system was not great
 - The mayor spoke for about 5 minutes.
 - Denis will continue to work on developing a relationship with Walter.
 - Yard sign sales and distribution
 - 200 signs produced.
 - Revenue \$1,896.00
 - Cost \$1,568.07
 - Profit \$327.93 (for 2022 Parade)
 - By Memorial Day, all signs were out around town.
 - To be determined if we will sell in 2022 - a lot of time and effort for a small profit.
 - If so, consider:
 - Selling earlier
 - Include signs around town with QR code to order
 - Ask businesses to sell the signs (similar to House Tour tickets)
 - Selling something other than lawn signs
- **Mid-year presentation to Borough Council**
 - Taking place in-person on Monday, June 28. Ellen will present and create deck for commission’s review.
 - Key messages are 501c3 partner, need wow factor for 2022 Memorial Day parade (can come back to the Council with ideas) and planning calendar for Winter Festival

- **Winter Festival**

- Ellen (or Bernie) will connect with Kelly at Outdoor Lighting Perspectives on suggestions for how to improve in 2021 and the estimated additional cost.
- Need to clearly outline who is managing what during this time (MDA to take on WinterFest weekend?)
- Should partner with Borough Improvement League, especially if they are not hosting the House Tour, so they can raise funds at this event. Lots of creative volunteers who can help to enhance Winter Festival

- **New Business**

- Ellen shared that Brendan Flynn officially resigned from the Parade Commission via an email to her and the mayor.
- Patricia will be moving out of town sometime this summer, so a replacement will also be needed for her.
- Ellen plans to consult with the Mayor on potential replacements. Patricia suggested reaching out to Stacey Director again.
- Suggested to meet in-person going forward. Location to be determined.