

Metuchen Parade Commission
September 12, 2023, 7:15 PM
Borough Hall, room 225

Minutes

Attendees: Maggy Cook, Dan Granato, Bernie Hertzell, Lisa Hyman, Ellen Regan and Wendi Richards

Winter Festival Parade

- Sunday, November 26 starting 4pm, ending with the tree lighting ceremony at The Plaza.
- Theme is Making Spirits Bright.
- Menorah Lighting will take place on the first night of Hannukah, Thursday, December 7
- Save the Date was sent to the distribution group, decided to send the registration form as soon as possible (targeting October 1).
- Update registration email to encourage marchers to dress up/wear costumes, make floats and really embrace the theme
- Create a map that identifies where certain groups of people should meet, i.e., Band parents, Varsity soccer team, Girl Scout parents, etc.
 - Provide each of these groups with different fun items for along the route – pompoms, glow sticks, candy
 - Identify further ways to encourage more people along the parade route
- Santa and Mrs. Claus are confirmed to participate
- Maggy secured the hand bell choir at Presbyterian
- Commission agreed to have the RiseUp Chorus children's choir sing two festive songs prior to the tree lighting.

Parade Route

- Lisa reported that the police did not approve stepping off from Edgar Middle School and proceeding down New Brunswick to Main Street. They suggested to start on Halsey Street, make a left onto Amboy Avenue and then a left onto Main Street to provide a more grand entrance for the parade
- If we can not step off from New Brunswick, Commission prefers to keep current route that stages in the Halsey lot and steps off from Wernick Place.
 - It was suggested to stage the Metuchen High School band in the municipal lot on Amboy Avenue, so they can start marching from Main and Amboy Streets with the remaining marchers falling in as they pass Wernick Place

Sleigh

- Need to purchase the sleigh as soon as possible
- Plan A is to have the sleigh on a flatbed to transport Santa and Mrs. Claus in the parade
- If sleigh can not be purchased in time, Plan B is to have the fire department transport Santa and Mrs. Claus
 - In both scenarios, pictures with Santa and Mrs. Claus will take place in the Plaza under a 10x10 tent with either chairs or a bench from Maggy's contact at Plays at the Park
 - Need to replace the back-drop and decorations for the pictures with Santa

Action Items

- Rob to provide sleigh options to the Commission as soon as possible
- Ellen to send the registration form by October 1 at the latest
- Ellen to ask Brandon for a flyer to promote the event
- Ellen to complete the form to request space for a Main street banner
- Ellen to ask Elie Hoenig and Ike Busch to announce the Line of March
- Ellen to contact Ann at First Baptist Church about providing hot chocolate at the Plaza
- Ellen to complete the special event permit required for activities at the Plaza
- Bernie to connect with Blue Parachute on a 10 x 10 step and repeat for the pictures with Santa
- Bernie to notify DPW of the needs in the Plaza for Sunday, November 26
- Terry to confirm Robert Burlington for the sound at the Plaza
- Lisa to connect with Dawn at the MDA about contacting the businesses in town to contribute to the Parade by providing incentives and possibly extending the winter marketplace to Sunday

Important Note: Next meeting will be held Tuesday, 10/17 at 7:15pm