

Marston Fundraising Minutes

2/9/2021, 6:30pm

Via Zoom

Attendance: Kortney Dorow (Parks & Recreation Director), Donna Danis (Select Board), Jo Porter, Jon Sebasco, Tim Dabrieo, Karyn Quinn, Carl Edin.

Kortney updated the group that the Marston update was posted on the Town website, Rec newsletter and Town Newsletter (for March 1st). Donna will be posting the update on the Marston Facebook page. Kortney also reached out to Revision about a sponsorship. They emailed back but waiting on hearing back from the marketing coordinator. Matt couldn't be at the meeting but sent an update on fertilizing, it will be an additional \$936-\$1560 for the year depending on the weather. We are waiting on additional quotes on the backstops. Kortney has also been working with Matt and the Trails Committee regarding the trails at Marston. Our goal is to have a hiking trail on the property when the fields open for play. Jo has offered to connect Kortney with a contact at UNH for trail management or development opportunities. Could be very helpful in trail construction. Donna also mentioned that she would reach out to her contact at Timberland to see if they are interested in a community day to help with the trail construction. Kortney will also confirm our budget numbers with Chris and Matt.

Karyn has been reaching out to many larger companies like Lowe's, Citizen's Bank, Walmart. She will send the full list after she weeds out the ones that do not apply to our project. Karyn asked the group if we had statistics for her applications, Kortney and Jo worked on a few grants last year that had a lot of these included. Kortney will be sending Karyn the copies and statistics asap. Karyn also mentioned that some of these applications needed an event. She suggested, and the group agreed, that we could do some groundbreaking ceremony. Everyone agreed that the ceremony last year wasn't attended well and that something bigger sounds like a good idea. Some ideas that were mentioned, ribbon cutting, families and kids and in conjunction with the trail opening.

Tim had reached out to a few companies, Beach Plum, Key Auto Group, Sage Wealth Partners and Riverwoods. He then connected them with Jo and these conversations brought up a few questions. Can we promise exclusivity? Is the group ok with offering premier sponsors and promising that there will only be one in each category and level? The group agreed. The Beach Plum is interested in big signage and scoreboard signage. Jo also asked if we felt it was appropriate to make sure our premier sponsors receive signage and other recognition at both field locations. The NYA agreed that it would make sense. Tim will also reach out to Convenient MD and Jo will follow up with all the conversations that have been started (Key, Beach Plum, Sage). Jo Reached out to the NH Historical Society and needs to follow up with more details. Will be looking into talking with a board of director possibly to see if there are any resources available. It also seems like this is poor timing with Riverwoods.

When the group talked about longevity of the sponsors and what would be expected for a premier spot, the thought is that premier sponsors would buy in at ground level, say for a few years. Maybe there is an annual fee that will be set for contribution during those few years. We will need to start thinking about maintenance and upkeep. We don't want to burn these larger sponsors out before the project is built.

Donna brought up that Matt reached out to her about naming the fields. The group agreed that it would be a positive image for the town to name it something like Veteran's Park and have the fields named

after different generals. We also agreed that naming it after a premier sponsor would also be a good option.

This brought up a conversation about timeline and what we feel is most important. At one point Tiler Eaton mentioned he would help with Electricity when we were ready for that step. Carl Edin also suggested we reach out to Eversource for a possible premier sponsor and that he would help with Electricity. He said that it would be a monthly fee, but he could do it for next to nothing. Carl is going to touch base with Tiler (IBEW). The group talked about next steps for the property and what our goals should be.

1. Field, backstops and fencing
2. Dugouts, Bleachers
3. Walking Trails
4. Irrigation/Well Pump
5. Pavilion
6. Snack Shack, Permanent Bathrooms
7. Lighting

Kortney will check in with Matt about budget numbers we had for the well and pump as well as the rest of these items. Jon had an update for the NYA. Baseball and Softball registrations opened this past week. On their registration there is an option to donate to the field project. So far, we are at \$75 dedicated to Marston, with 18 registrants.

Carl brought the idea of a Golf tournament up and offered to head up for the first year. He will reach out to Apple Hill. They will let us rent the pavilion and bring our own food. Donna also has experience with golf tournaments. This is something we can do annually.

The next meeting is on Tuesday, March 2nd at 6:30pm via zoom.

Meeting ended at about 7:30pm.

Respectfully submitted,

Kortney Dorow

Parks & Recreation Director