

Friends of the 4th, Inc.
Meeting Agenda Annual Meeting
January 24, 2019 6:30 pm



- I. Call to order
- II. Roll call
- III. Approval of minutes from last meeting
- IV. Power point Presentation
 - a) Survey Results
 - b) Job Descriptions
 - c) Budget Overview
- V. New business
 - a) Resignations – Chair, Clerk/Secretary and Board Member
 - b) Call for Nominations
 - c) Election of new board members
- VI. Discussion
- VII. Adjournment

This presentation was annotated with election results and additional job descriptions. Annotation was done by Rose Huling, Executive Board Member / Technology 1/25/2019

A google poll was conducted from Jan. 16 – Jan. 23, 2019 to determine feasibility and community interest. Poll was publicized via facebook, website, twitter, news media and word of mouth. Over 397 people participated in the poll



Parade Poll

We want to know your opinion about the Natick 4th of July parade. Your input is really important.

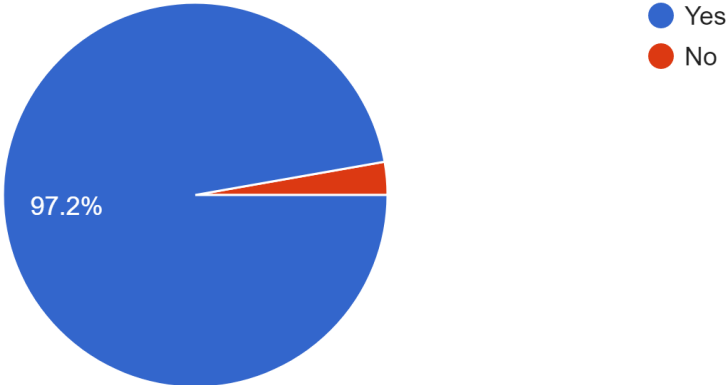
This poll will be open for 1 week. Wed., Jan 16 - Wed., Jan 23.

We are trying to determine if the Friends of the 4th Committee will have enough volunteers, community participants, and community support to be able to put on the 2019 Parade or if the parade needs to be cancelled for 2019 and we regroup for 2020.

Thank you for your help. Rose Huling / 2019 Board Member and Fundraising Co-Chair 1/16/19 @ 8 pm

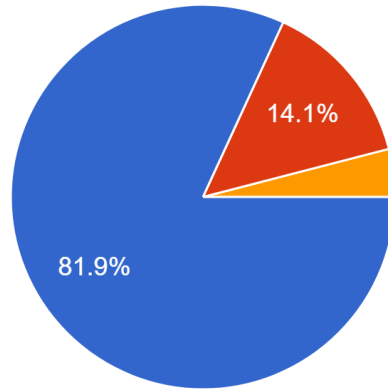
Do you live in the Natick / Metrowest area?

397 responses



Do you go to the Natick 4th of July Parade?

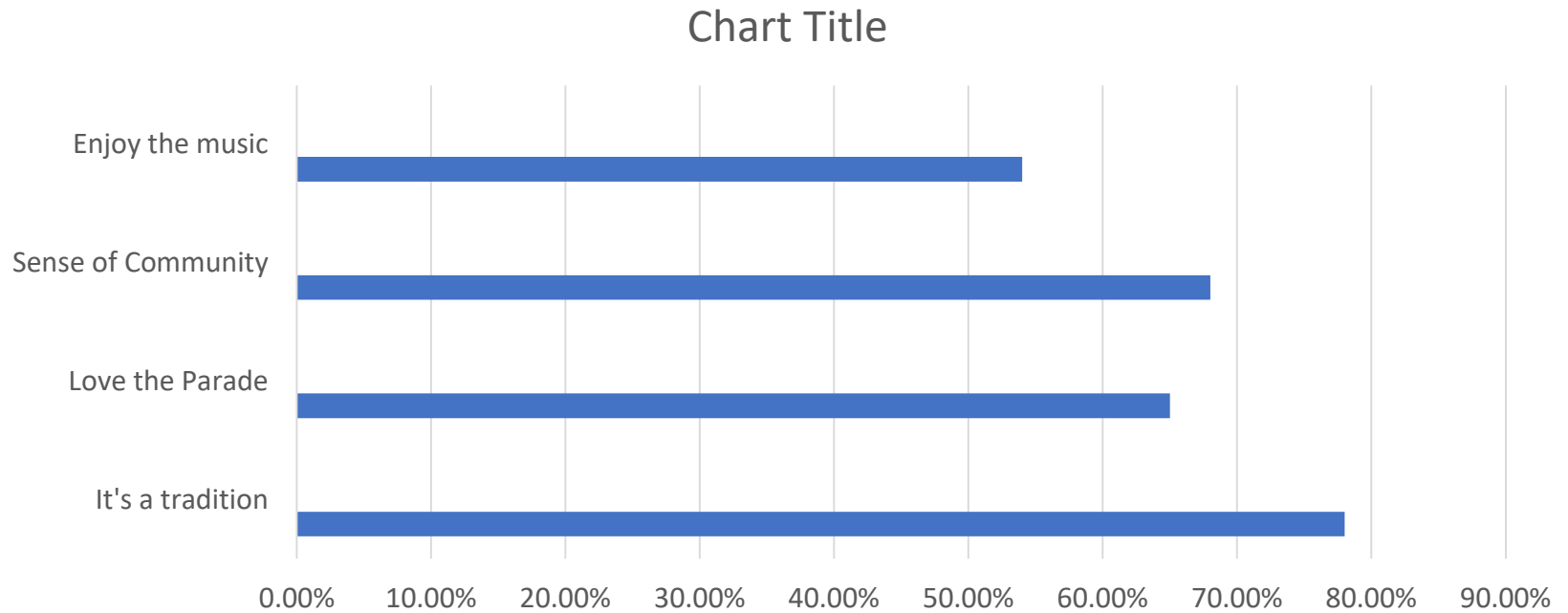
397 responses



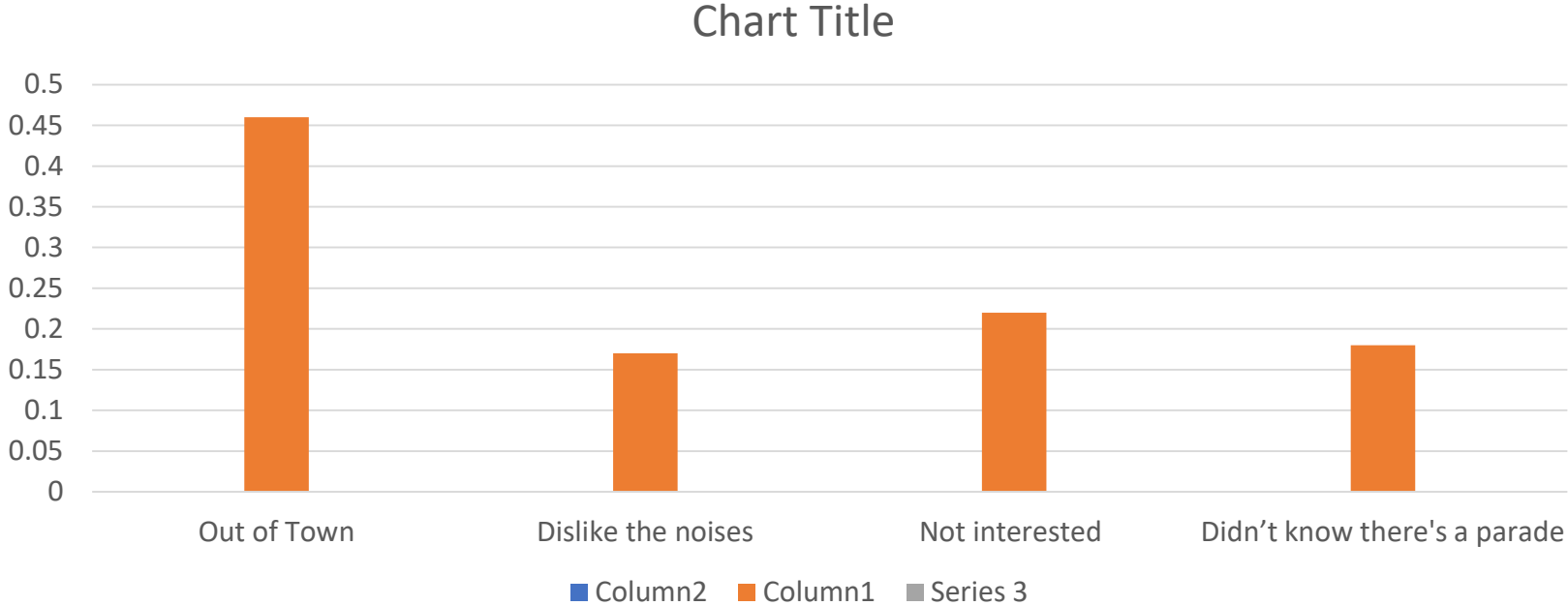
- Yes
- No
- There's a parade ???



Why I go to the parade?



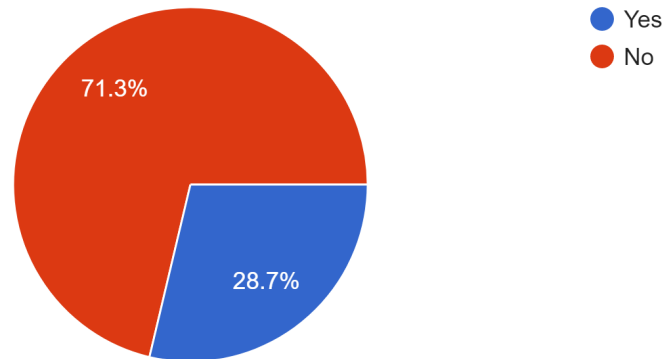
Why I don't go to the parade



Majority of respondents want parade to stay on the 4th.
2nd most was for weekend before/after the 4th.

Due to the late start, should the parade be cancelled for 2019 with a renewed focus on 2020?

397 responses



YES!



There will be a **parade** on
Thursday, July 4th 2019

Chair/CEO/President

- Coordinates all meetings, including meeting place, reminders, agenda, and running of meeting
- Liaisons with Town of Natick, Board of Selectmen, Recs and Parks, Police, Fire and School Committee
- Responsible for securing all permits needed by Town for all events
- Coordinations with School Department re use of Wilson Middle school
- Orders Porta Potties for parade day (for the Commons)
- Ensures that Coordinators liaison with Town Boards and Committees as needed and provides support if needed
- Coordinates with media and oversees Coordinators in their work with the media
- Spearheads selection of Parade Grand Marshall with Committee, communicates selection to honoree and the media
- Works with the treasurer and fundraising chairs to ensure adequate funding is being procured
- Solicits new corporate Sponsors and maintains relationships with current Sponsor
- Works with the Parade Manager and Treasurer in contracting with talent for the parade as needed
- Responsible for coordinating with the media around Parade Day coverage, including Pegases and Parade Day announcing
- Responsible for recruitment of volunteers needed for all committee
- Responsible for all trouble shooting that is needed with the Town, the media and the public
- Attends Board of Selectmen and other Town meetings as needed

**Secretary/Clerk - Director,
Executive Board of Natick Friends of the 4th, elected annually.**

Time commitment - Monthly meeting, evening before parade and parade day, parade planning duties vary with responsibilities, estimate 5 hours a week Starting in January, up to 10 hours/week possible in June

- Responsible for taking of minutes at all meetings. Minutes are to be presented at next meeting for approval by Committee.
- Responsible for maintenance of minutes and other Corporation paperwork per By-Laws.
- Responsible for completion and submission of Annual Report to State of Mass. by deadline.
- Assists Chair in maintaining current listing of contact information of Directors and Committee members.
- Assists Chair in email notifications to membership for regular meetings and Board of Directors for special meetings.
- Assists in email and/or written correspondence related to voting by Board of Directors.
- Attend all regular meetings (Sept -July), typically held monthly and Board of Directors meetings (held as needed)
- Assists in parade planning and execution

Director - Executive Board of Natick Friends of the 4th, elected annually.

Time commitment - Monthly meeting, evening before parade and parade day, parade planning duties vary with responsibility, estimate 5 hours a week starting in January, up to 10 possible in June

- Attend all regular meetings (Sept -July), typically held monthly and Board of Directors meetings (held as needed)
- Assists in parade planning and execution

Parade Manager - Member of Natick Friends of the 4th

Time commitment:

Nov to May: 3 or so hours a week

June: 5-8 hours/wk

July 1 and 2: 4 hours

July 3 and 4: All day, most likely starting at 6:30 am

- Secure Community group participants *
- Secure Bands, characters, politicians, cultural groups, corporations *
- Coordinating contracting with groups, in conjunction with President &/or Treasurer
- Coordinate with Treasurer regarding invoicing and payment
- Secure Banner Holders *
- Secure Unit Marshals *
- Create parade act order, create master listing for parade day
- Determine number of vehicles and flatbeds needed and secure

* These responsibilities may be taken on by other volunteers, who report to Parade Manager

Children's Parade Coordinator - Member of Natick Friends of the 4th

Time commitment: starting end of May, 1-2 hours a week

Responsibilities:

- Confirmation of date with Chair
- Coordinate with Pegasus, Rec and Parks and the media. Ensure "in case of rain" date
- Update Flyer/info and get it out to public
- Coordinate with fiduciary sponsor about their role and publicity, if any (have not had in past)
- Secure MC and coordinate with them during event
- Purchase Prizes, if event does not have sponsor
- Assist with "setup/staging" at the venue, oversee the running of the event
- Recruit and orient judges
- Assist with voting/selection of winners
- Coordinate with winner's parents about responsibilities,
- Coordinate with media post event
- Attends Monthly committee Meetings. Jan (preferred) April (required) June

Natick Voice Coordinator- Member of Natick Friends of the 4th

Time commitment: Starting end of April/beginning of May, until event. 2-5 hours a week.

Responsibilities:

- Confirmation of date with Chair
- Coordinate with Pegasus, Rec and Parks and the media. Ensure “in case of rain” venue
- Update application and get it out to public
- Coordinate with fiduciary sponsor about their role and publicity
- Secure MC and coordinate with them during event
- Assist with setup of venue if needed, oversee the running of the event
- Update and procure ballots
- Coordinate with winner’s parents about responsibilities, if under 18
- Coordinate with media post event
- Attends Monthly Meetings committee meetings Jan-June

Note:

* Last year’s Coordinator is available to discuss responsibilities more specifically *

Transportation Coordinator 1 person

Time commitment: a few hours over the weeks before the parade, Day of parade: entire day

- Will shadow current Trans Coord. Detailed plans and maps have been developed and passed on
- Responsible for orchestrating parade set up in Wilson parking lot
- Assist with vehicle check in
- Works with Parade Manager and Unit Marshals

Media Coordinator - Member of Natick Friends of the 4th – 1 person

Time commitment - Monthly meeting, evening before parade and parade day, parade planning duties vary with responsibility, estimate 5 hours a week

- Works with Chair and Committee to publicize all things Natick 4th
- Social media presence
- Website content writing and updating
- Community publicity
- Providing connection and interface with print, radio and TV media

Day of Parade - Volunteers Coordinator 1-2 people needed

Time commitment: several hours a week, plus availability

*** One of the two coordinators must be available during parade. Availability starts at 6:45 am on parade day. ***

- Recruits volunteers and/or volunteer organizations to assist at the parade.
- Develops and maintains list including name, phone, email, etc. for each volunteer
- Will coordinate community service hours as well.

General Committees – Quick Overview

- **Community Groups Committee** 2-3 people
- **Bands, Businesses, cultural groups (etc.) Committee** 2-3 people
- **Banner Holders and Unit Marshals Committee** 1-2 people
- **Fundraising Committee** 2-4 people
- **Media Committee** (with subgroups) 2-4 people
 - Social Media
 - Website content
 - Community

Fundraising Committee 2-4 people

Time commitment: 8-10 hours a month

- Will work with Fundraising Co-chair
- Emails, telephones and/or visits Natick businesses to solicit donations.
- Provides follow up with businesses who pledged support but have not sent in their checks
- Assists with prepping and mailing of Thank You letters

Bands/Businesses/Acts 2-3 people

Time commitment: several hours a week

- Works with parade manager to recruit and contract with Bands, performing acts, politicians and business
- Will involve outreach via phone, email, social media and/or in person
- May involve reviewing bands from website, social media, and/or in person

Community Groups Committee 2-3 people

Time commitment: several hours a week

- Works with the parade manager to recruit school, sport and community groups
- Will involve outreach via phone, email, social media and/or in person

Volunteers for Parade Day

Ever wonder how the parade comes together on Parade Day?

A lot of people doing some specific jobs before, during, and after parade day, helps to make the day go much more smoothly.

Although the parade starts at 9:00 am, we will need volunteers to arrive at approximately 7:00 am on Parade day.

Draft List #1

Day of Parade Volunteers:

This indicates the number of people needed for these tasks: 7am until end of Parade

- *Banner carriers* *Up to 20 people*
- *Unit Marshals* *10-12*
- *Donation collectors* *3-4*
- *Banner collection* *2-3 (This is a revised #)*
- *Water station manning* *3-4*
- *Route trouble shooter* *2*
- *Act check in* *2*
- *Banner set up* *1*
- *Vehicle check in* *3*

The Nitty-Gritty

More information about the work entailed

Set-up Crew (6-8 people)

- These folks will assist with any special setup requests such as popup canopies, water distribution to water stations, setup of the check-in station area
- These folks may unload parade materials from pickups (banners, poles, water, tools, canopies, etc.) at the check-in, assembly area
- The crew may be asked to report at 6:00 am on parade day

Unit Marshals (10-12 people)

- A unit marshal stays with /her unit before and during the parade.
- Unit marshals
 - Line up the bands, floats, vehicles, and organizations in the unit - there is an order to the setup
 - Ensure participants are traveling at an appropriate pace (as to eliminate gaps in the parade)
 - Enforce the mandate: That no objects or candy are thrown to the crowd watching. **This is a safety issue.**

Check-in Assistance (3-4 people)

- These folks will greet and check people at the greeting tent during the parade.
- They will tell participants which unit that they are located in and where
- Please note that these folks will need to be at the greeting tent at 7 am on the day of the parade
- These folks will work closely with the Day of Parade Logistics Coordinator and the parade co-chairs

Donation Collectors (10 people)

- These folks will walk up and down the parade route during the parade and solicit/collect donations from people along the parade route.
- They will be carrying a collection bucket.
- Buckets will be emptied into coolers that will be located on the golf carts and brought back to Middlesex Savings Bank for counting & deposit.
- Clean-up Crew (6-8 people)

Flatbed Coordinator

- This person will arrange in advance of the parade, the number of flatbed trucks that will be needed for the event. Flatbed Trucks are used for the bands and other groups that need to ride during the event.
- This person will work closely with the Parade Manager

Water Station Manning (3-4 people)

- These folks will handout bottles of water to parade participants and anyone else who needs it
- They may identify any persons who may be in need of medical assistance and call for help

Route Trouble Shooters (2-3)

- These folks will drive the parade route (in golf carts) during the parade
- They identify any troubled areas and coordinate with parade manager and EMA as needed

Clean-up Crew (6-8 people)

- These folks assist with packing up any materials after the parade.
- They may be asked to collect materials from the parade route. For example, in the 2018 parade these tasks needed to be done
- Three (3) water stations along the route (canopy-tent and extra water) needed to be broken down and packed up
- the starting station (check-in area needed to be broken down and packed up)

NOMINATIONS AND ELECTIONS

Committee Positions

* denotes Executive Board of Directors

- *Chair - vacant (nominated Peg Waters)
- *Vice Chair - vacant
- *Clerk/Secretary - vacant
- *Treasurer/Fundraising Co-Chair – Johnna Huling
- *Executive Board Member 1/Technology – Rose Huling
- *Executive Board Member 2 - vacant
- Parade Manager – vacant
- Transportation Coordinator - Tom Sivic
- Assistant Transportation Coordinator –vacant (shadow Tom this year, take on full responsibility next year)
- Natick Voice Coordinator - vacant
- Children's Parade Coordinator(s) – vacant (2 interested)

RESULTS

[7:15 pm on Jan. 24, 2019]

Executive Board Members

Chair/CEO/President: Peg Waters

Vice Chair: vacant

Clerk/Secretary: vacant

Treasurer/Fundraising Co-Chair: Johnna Huling

Executive Board Member 1/Technology: Rose Huling

Executive Board Member 2 – vacant: [George MacDougall *is pending appointment*]

Board Members

Parade Manager: vacant

Transportation Coordinator: Tom Sivic

Assistant Transportation Coordinator: vacant [*To shadow Tom this year, take on full responsibility next year*]

Natick Voice Coordinator: vacant

Children's Parade Coordinator(s): Kerri Serifos

The Money – How does this happen?

Overview of Budget

Current Balance \$ 20,650

- FY18 Deposits \$18,000
- FY18 Expenses \$ 27,000
 - One time costs \$4,000
 - Parade \$23,000
- Typical Parade Cost \$24,000
- Fundraising Goal \$30,000

Please note:

The committee is fund-raising for **both** the current year and the subsequent [next] year so that there will be a reserve in place for the next parade.

Thank you for attending this meeting whether in person or via facebook live.

Look for more updates:

www.natick4th.org

Natick4th on facebook

Natick4th on Twitter

And coming soon... Instagram

We look forward to having you join us as volunteers. We will see you on the parade route!

