

Metuchen Parade Commission

Meeting Notes

November 2, 2020, 7:15-8:15PM

Conference Call Line: 425-436-6315/ Access code 633334

Attendees: Patricia Lucas-Schnarre, Lynne Mueller, Brendan Flynn, Ellen Regan

1. Approve meeting notes from October 2020 - Approved
2. Borough Council Report – Amend for Winter Festival Updates
 - Patricia to check with Susan Jackson to get on the agenda for an upcoming meeting
3. 2021 Commission Commitments
4. Winter Festival Events (beginning 11/27) will be called Metuchen Lights
 - Patricia to contact Mayor about the official event name:
 - Consider Metuchen Winter Festival of Lights (post meeting note: 1+ month long event will be called Metuchen Lights; PC will recommend name for the weekend of 12/11-12/13)
 - Plaza Events
 - Tree lighting will feature Youth Rise Up Chorus; org meeting on Wednesday (11/4)
 - Menorah lighting: Lynne sent details via e-Mail
 - Streaming – incorporate the sponsor logos into the virtual events
 - Channel 15
 - Metuchen Media YouTube
 - Metuchen Borough FaceBook Page
 - Fund raising:
 - Sponsor benefits require posters, maps, fliers, signage and local & regional advertising
 - Lynne will contact Randy about advertising in the Metuchen Mirror
 - Lighting Up Downtown Metuchen = Metuchen Lights
 - Budget: OLP = \$29,558.31; raised so far = \$30,500
 - Need to accommodate design and printing of posters, advertising
 - Lynne will contact Angela @ Blue Parachute to get an estimate
 - Desire a poster in every window downtown
 - Fliers and maps will be digital
 - Public Relations
 - Use the Art Council press list that Grace keeps
 - December 11 – 13 weekend
 - Chanukah, kids giveaways
 - Chamber gift certificate promotion
 - Need music all weekend; hours 5-10PM – consider hours that lamp posts are lit
 - WOULD Patricia to contact; consider using speakers outside of Cai's

- Individual artist remote streaming with broadcast in Main St. will not work given restrictions from weather, technology, and Covid-19
 - Need art/artists presence – not going to happen
 - Windows by Chamber – Meeting on Thursday with Chamber to discuss
 - Other activities
 - David Copperfield is being inducted into the Jewish American Hall of Fame – Lynne will contact Angela at Blue Parachute to discuss costs to create a extra large poster for the plaza
5. New Business