

Participants: John Clark, Judy Clark, Dan Young, Everett Dickinson, Sharon Anderson, Jack Anderson, Marilyn Zophar, Antonia Kontos

- Select Scribe (Susan) & Time Keeper (John)
- Any changes to the agenda – None noted
- Financial Report (Deb)
 - Current balance is \$7485.83
 - Town provides \$1000 annual contribution to HPCC; check typically comes in November. Deb noticed that check had not been received; checked in with town and learned that the town missed dispersing \$1000 funding for 2018. HPCC received check shortly thereafter for \$1000.
 - Deb submitted HPCC report to the town for inclusion in the town report.
 - Payment for the wreaths has not been submitted yet. Dan left message for Paine's, requesting bill to be sent to Deb. Estimate for charge = \$275.
 - Lighting Ceremony expenses = \$803.65; income = \$1095
- Recognition of Teresa Farquharson
 - HPCC wants to acknowledge Teresa's contributions to the HPCC.
 - Susan will check out the possibility of framing a four-set of the notecard paintings of Hyde Park scenes (will ask Amy about buying notecard set and getting pricing from AC Moore re: custom framing)
- Update on Julie Rohleder & Susan Hayes
 - Judy and John picked up a book for Julie with a card (HPCC members will sign)
- Hyde Park Lighting Ceremony Evaluation
Participation:
 - Light orders were down this year (222).
 - Number of participants at the Lighting Ceremony was quite low. Number of children participating at the library event was very low this year too.
 - Feeling that children's activities may be occurring too late at night for families of young children to take part.
 - Rumor that St. Teresa's Parish Hall may not be available for rent moving forward (!)
 - Need more people to get involved!
 - Can we be more aggressive in inviting folks to attend? And reach out in a targeted way vs. generic asks. Examples: inviting church choirs to provide singing; reaching out more explicitly to elementary school and perhaps invite them to sing (do same program as done at the holiday concert?); invite Lamoyille Union school chorus to participate?
 - Maybe host event at HPES?
 - Could there be some activities in place for folks as they arrive? Encourage people to have some apple cider, help people make connections, encourage socialization. Advertise event as Lighting Ceremony and holiday social?
 - Perhaps think about starting off the event with holiday singing, crafts, hot chocolate and cookies for **everyone.** And then have the lighting of the wreaths follow.
 - And maybe feature Willem Lange's "Favor Johnson." <http://digital.vpr.net/post/willem-langes-favor-johnson#stream/0>

Marketing:

- FPF is working well. Nice to have multiple posters from the HPCC to keep it fresh.
- Blurb ran in the News and Citizen. Version this year included 5 lines for lighting purchases which generated additional lighting orders. 222 orders received total; mostly from the mailer and some from the N&C.
- Green paper for mailer did not photocopy well, according to some feedback.

- Note that while blurb ran after the Lighting Ceremony. Deb followed up and N&C indicated they would run the list in a subsequent paper. Unclear whether HPCC will be charged for the publication of the list.
- Insert in utility bills to market HPCC events – update from Dan: town won't be ready to include these in the bills for Think Spring but likely in time for the Ice Cream Social.
- Maybe put up sandwich board to further build awareness of the Lighting Ceremony.

Refreshments:

- Went very well. Had lots of goodies! Police department received leftovers.

Wreath Placement:

- Dan will pick up the wreaths when the town lights come down and remove the lights.
- Second wreath made its way to North Hyde Park. Not entirely sure where it landed (Grange Hall? Elsewhere?)

Volunteers

- Jack was great!
- Betty did a great job having participants sign the guest book.
- Discuss HPCC 2019 and membership (Drive to get new members)
 - Feeling that we need more volunteers to join the HPCC. Want to get the word out that we need more active members of the HPCC.
 - Sterling View Senior Citizen Center – would be nice to further involve folks from Sterling View! Historically, more participants from Sterling View. Would be nice to provide transportation to/from our events.
 - Sense that we need to know by June if we have enough volunteers to run Home Day this year. Would be a big lift with current capacity (given the loss of Teresa and Susan this year).
 - Deb included a call for help in this year's town report.
 - Could also review guest book entries from previous events and identify people to call to request their help.
 - Suggestion to continue using FPF to call for volunteers.
 - Person at Johnson State College who organizes community service opportunities for college students...Jack is willing to reach out to the coordinator to see if there may be some interest in a group supporting the HPCC. Antonia has a friend who helped recruit some youth volunteers for Think Spring in years past; not always a consistent contribution.
 - Is there a way to make serving on the HPCC more of an honor – congratulations! You've been nominated!
 - Exposure is important, too. How to keep this call for volunteers front and center in the community.
 - Schedule for posting to FPF to recruit volunteers to join HPCC (encourage posters to share their posting via email with the circle members):
 - Week of 1/28 – Antonia
 - Week of 2/4 – Marilyn
 - Week of 2/11 – Susan
 - Week of 2/18 – Deb
 - Week of 2/25 – Judy (*Judy will push out notice Sunday evening so it will post prior to meeting)
 - Week of 3/4 – Dan
- Preliminary planning for Think Spring (March 16)
 - Select Chairs: Antonia and Susan
 - Decide Location: Antonia has reserved the HPES gym (9:15am-2:30pm).
 - Puppet show: We can choose the show we want! <http://www.nostringsvt.com/>
 - Volunteers to help: Dan will put seeds in the ground! Need cupcake makers.
 - Do we want/need sponsors? Susan and Antonia will discuss further.
 - Food: Keep it simple! Sandwiches, cupcakes, string cheese, apple cider, milk.
 - Next meeting: Susan and Antonia will meet and report back to the HPCC.
- Jedediah Hyde Ice Cream Social

- Select Chairs – Dan and John
 - Decide Location – Governor’s lawn; rain location = HPES gym
- Hyde Park Home Day – TBD
- Hyde Park Lighting Ceremony – TBD
- Town Meeting Day 2019 planning
 - Deb and Judy will connect about remarks to be made
 - Deb will ask Kim about us setting up a table
 - Town Meeting Day may take place at HPES instead of LUHS this year. Will be good to find out location!
- HPCC leadership
 - Judy will take on the role of Director for the time being.
 - It may make sense moving forward to add more formality to HPCC; create a Director position and an Assistant Director position (who would be next-in-line for the Director role).
- Schedule Next Meeting
 - Decision to meet the 4th Monday of every month at 5:30pm at the Library
 - Next meeting: Monday, February 25th

Respectfully Submitted: Susan Hayes