

Minutes of the Meeting of the Ad Hoc Historic Tile Wall Mural Committee
February 27, 2014
Waterford Community Center

In Attendance: J. Larrow, T. Perkins, D. Wilkinson, A. Kanabis, K. Menzies, S. Ritchie,
E. Fougere, D. Payne

Absent: E. Mather, L. Schweitzer, N. Scheiber

I. Call to Order.

Vice Chairwoman D. Wilkinson called the meeting to order at 4:39 pm.

II. Establish a quorum

Quorum satisfied

III. Correspondence

E. Mather sent a letter of resignation from the Tile Wall Mural Committee.

MOTION: S. Ritchie made a motion to nominated D. Payne to be on the Tile Wall Committee. D. Wilkinson seconded. D. Payne accepted nomination. All in favor.

S. Ritchie sent thank you to letter to Greentree Manor for the \$50 dollar donation sent to Senior Services. She explained the Tile Wall Mural and that she was putting the donation towards that project.

S. Ritchie sent a thank you letter to Carol Sanders for her Tile Wall purchase.

S. Ritchie has had some communication with Chief Pendleton regarding the wording on his tile.

IV. Approval of the Minutes of the December 5, 2013 meeting.

MOTION: Motion to accept the minutes as written was made by S. Ritchie and seconded by T. Perkins. All in favor.

V. Report on tile sales since previous meeting.

Murray Pendleton, Chief of Police purchased an \$800 tile with two police shields on it. He is working on the wording.

A tile in memory of Dolores Loprinze has been purchased. More donations to the tile are expected. The actual size of the tile will be determined after the anticipated donations are received.

A beach edge tile was purchased with a donation and funds from Yarnworks.

- VI. Report on Artist's progress, redesign, and completed tiles
- S. Ritchie showed sketch of beach tile edge tiles sent by the artist. The edge consists of twenty-four 6x8 tiles. S. Ritchie shared her conversation with the artist about some redesign ideas. A row of seaglass would be on the top edge with birds and flowers on the sides. The four corner tiles would be eliminated and the wall would be 12 feet long instead of 15 feet long. The artist wants to make a new mock up to show in the brochure. The Committee was in agreement with the suggested changes.
- T. Perkins asked about the turnaround time on ordered tiles. S. Ritchie reported that the artist said she would get our work done and is not taking on any new projects.
- K. Menzies stated her tile was ordered and paid for 2 years ago and it is not yet done. July/August was last delivery of tile any tiles. Consensus was that it is hard to market tiles when the length of time from purchase to completion is so long.
- S. Ritchie reported that she sent the artist more images of Harkness.
- VII. Review of new brochure with copy edits
- S. Ritchie, L. Schweitzer and E. Fougere went to Miranda Creative for meeting for marketing advice. A new brochure was started but before completion the designer retired. The results had not been satisfactory at this point. S. Ritchie has an email out to Miranda Creative at this time and awaiting a response. She will send another email stating that the Committee has decided to stick with the original brochure.
- One change to make to the redesigned brochure will be to but the beach edge tile sketch along the bottom inside portion of brochure. The colors and basic design will remain the same unless we can find a local person who can redesign it at a reasonable cost.
- T. Perkins suggested calling Wallingford Library to see if they found many sale requests came in on the brochure order form.
- MOTION: T. Perkins made a motion to change the cost of the beach edge tiles from \$900 to \$850. J. Larrow seconded. All in favor.
- VIII. Financial Report.
- S. Ritchie reported that \$1465 has been received in revenue since last meeting.
- S. Richie reported that a purchaser of a tile that was in the initial stages of design and research informed her that she cannot go forward with the purchase due to health issues. A decision was made to refund the \$500 deposit along with a letter.
- IX. Removal from the table for discussion the Committee Member Tile Designs.
Removed from Table.
- X. Review Committee member research
- K. Menzies has research information and photos on the Crescent Ferry.

S. Ritchie reported that she received info and photos from Edward Steward on the Steward dairy farm. He also shared a video of dairy farmers - Steward, Miner, Morgan and Dimmock - discussing their farms.

S. Ritchie spoke with Rich Santora, a milk bottle collector. He has a map he will get to the Committee that shows the dairy farms in Waterford years ago. There were 92-94 dairy farms in Waterford at one point. He will help with information/research on the dairy farms.

K. Menzies also reported that she has a contact that will be getting letters of servitude from circa 1836 that were recently discovered in a friend's family home.

S. Ritchie also has a contact that will provide pictures of Harriet's Open Kitchen in Jordan Village.

XI. Marketing

a. Sales goals and possible incentives

T. Perkins and D. Wilkinson will go to Firehouses together and possibly meet with Fire Services.

b. Sales Team

The idea of engaging a salesperson to help with marketing was briefly discussed.

XII. Adjournment

MOTION: Motion to adjourn the meeting was made by N. Scheiber and seconded by A. Kanabis. All in favor. The meeting adjourned at 6:00 p.m.

Respectfully Submitted,

Ellen Fougere
Secretary