

Special Events Last Night Wolfeboro
Minutes
March 4, 2024

Present: Alexys Austin, Brenda Jorett, Linda Murray, Libby Peard, and Kate Turner

Chair Murray opened the meeting at 8:30 am.

Committee members approved the minutes of January 17 (Kate moved, Brenda seconded).

Trade name registration

Brenda confirmed that both “Last Night” and “Last Night Wolfeboro” are trade names registered with the State of New Hampshire, which means we have control over usage. Brenda will follow up on whether it is necessary to renew these registrations.

Preliminary planning for Last Night Wolfeboro 2024

Committee members agreed we should accelerate timeline for reserving/booking some 2024 performers:

- Wildlife Encounters – Linda to follow up
- Carolyn Ramsay – Brenda to follow up

Other events/venues to line up in advance:

- Lions Bingo – Lexey to follow up (will also discuss splitting donations)
- Pop Whalen – Lexey to follow up (one hour with skate rentals included and the possibility of American Legion sponsorship – see below)
- Congregational Church – Linda to follow up about church as venue for events and Brenda will look into another church-sponsored dinner
- Library as new venue for Just Bob and Marla (beginning at 10am so that Children’s Center can attend) – Linda to follow up. Is there a way Friends of the Library can play a role?
- All Saints Church – Brenda to follow up on possibility of church staging a lunch (11am to 1pm?)
- Lego man – follow-up tbd

Plan for sponsors

Brenda will update sponsor materials (Libby to edit) by August 1, and we’ll begin fundraising soon after. In the meantime, Libby will refine list of prospects, especially focusing on local businesses we haven’t asked before (like Piscataqua in 2023). Our pitch for this year is that we’re completely dependent on contributions because the Town will not be financially supporting LNW.

Discussion about whether better to solicit general sponsorship for Last Night Wolfeboro or event-specific sponsorship. Linda thinks we can raise more money with the former and committee members agreed.

An exception will be made for prospective non-profit supporters. The American Legion recently staged a successful event at Pop Whalen, paying for ice time and refreshments. Plan is to ask AL to

do the same for LNW, which Lexey will follow up on. We'll also continue with the Lions staging Bingo and, we hope, splitting participant donations going forward.

Committee members agreed not to ask for help with prizes this year. We prefer prospective donors to make monetary contributions, given our lack of Town funding. We'll eliminate raffle drawings entirely and take care of purchasing small Bingo prizes. The "Lego man" offered his own prizes during the games session last year, which we hope will continue.

Other task assignments

Scavenger Hunt – Kate volunteered to take the lead on this. She will need documentation from past events in order to come up with a plan for 2024. There is already consensus that this should be an opportunity offered throughout the week leading up to LNW, not a one-day event. To be determined how best to structure "the hunt" (provide a list of questions to be answered or identify an item - or multiple - to be found in participating establishments.) Lots for our Director of Scavenging (??) to sort out!

"Senior concert" –Peter Heimlich has performed for multiple years. Should we change this up for 2024? Lexey to explore other options, particularly a 2023 Foss Field concert performer who was well received.

Escape House – Lexey to follow up on whether this will happen again in 2024 and, if so, who will be helping with the event (Girl Scouts or Robotics Team). Some discussion in 2023 about needing more space. Also, the question was raised about whether new railroad museum could be a factor in choice of location.

Possible new events

- Dance performance in the Great Hall – Linda to check with Dance Expressions
- Skiing at Abenaki – Would Abenaki Outing Club be interested in helping with this? Might they consider free/discounted tickets? This could be a good way to promote our local ski area. Lexey to follow up on this.
- All Saints Church as lunch venue – covered in "Other events/venues to line up in advance" section above
- Loon-Calling contest??!

Next Meeting - Friday, May 10 at 8:30

Among other things, committee members will consider a preliminary timeline, especially any changes from last year (e.g. start games at 10:30 instead of 11am).

Minutes submitted by Libby Peard, March 5, 2024