



TOWN OF OLD SAYBROOK  
SELECTMEN'S OFFICE

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**OLD SAYBROOK BALLFIELD LIGHTS COMMITTEE (aka Triple T)  
MINUTES**

**Wednesday, September 29, 2021**

**7:00pm**

Old Saybrook Town Hall – First Floor Conference Room

- I. CALL TO ORDER** - The meeting was called to order at 7:00pm by Co-Chair Scott Giegerich. Present: Members Nancy Gatta, Rich Hanratty, Peter Rothman, Meghan Brady, AL Hyla, Scott Giegerich, Brendan Saunders; in addition: Jan Peruccio (Supt and Ex Officio), Julie Pendleton (Dir of Operations, Facilities and Finance - OSPS)
- II. PLEDGE OF ALLEGIANCE** – Recited
- III. COMMENTS FROM THE PUBLIC** - Ms. Eileen Baker spoke in support of the efforts. No other comments were made from the public.
- IV. COMMENTS FROM THE ADHOC COMMITTEE** - Each of the members and the Superintendent and Director of Operations, Facilities and Finance offered a brief description of their background and interest in the project.
- V. APPROVAL OF MINUTES** – None to be approved
- VI. BUSINESS BEFORE THE BOARD**
  - A.** Process to identify final member of committee - The 7<sup>th</sup> and final member of the Ad Hoc Committee Triple T – Ballfield Lights Committee is to be a student from the Old Saybrook Senior High School; the high school administration and the co-chairs of this committee will collaborate to identify and offer for appointment this member.  
*GIEGERICH/HANARATTY*  
*MOTION CARRIED UNANIMOUSLY*
  - B.** Charge of Committee – The Charge was reviewed. Note: the aforementioned 7<sup>th</sup> member from item above, an Old Saybrook High School student is included as a voting member.  
*GIEGERICH/HANARATTY*  
*MOTION CARRIED UNANIMOUSLY*
  - C.** Review of Zoning regulations and special exception permit - The Zoning Commission minutes concerning our project, Ballfield Lighting, from Feb 3, 2020 and June 7, 2021 were distributed and reviewed.
  - D.** Fundraising – Discussion of many ideas and actions associated with fundraising such as, but not limited to: recognition of donors, keeping people informed, KNOW the GOAL, Slogan / LOGO (or SLOGO), Accounting [receipting, thanking, charitable contribution one button multi-platform donation “button” that can be used for donations on websites, letters, social media...apple pay, venmo, pay pal...donate by check].

PRESS will be our friend and we want to make this happen; a draft Press Release will be shared at our next meeting drafted by Rich Hanratty with the help of others. A unified message to be written about the intent of this committee and that will be used by this committee to get the word out. When the time is right, local known media personnel, among others, will be resources we look to for Public Relations assistance.

**SKILLS** and/or **EXPERIENCE** with all of the following is essential to the success of our endeavor: social media presence, **WEB-Site**, **Multimedia Savvy**

**FUNDRAISING EVENTS** (each of which will benefit from social media presence, website and multimedia savvy):

*Comedy Show* – Vin McElhone – Nov 13, 2021 Fireman’s Field (secured – for Nov 13th) “Laughs for Lights!” Pricing to be determined- objective – Raise awareness to campaign, 10K goal

*The Kate* - Discussion/suggestion to approach the Kate to host an event in mid-November

*Golf Tournament* – After Thanksgiving (name to be shared in updated minutes) 5K goal

*“Fill the boot”* - at the Town Transfer Station.

*Phone Call* – **REACH** out to as many households as possible as a way to interact personally in the process of soliciting financial support for High School Ball Field Lights

**LETTER CAMPAIGN** A specially crafted letter inviting donations that explains the goal and engenders excitement about the donation process;

**TARGET AUDIENCES** All Old Saybrook public school families, local youth sport organizations, other civic organizations, corporations, all Old Saybrook community.

**DONOR LEVELS** For example, \$5, \$10, \$50, \$100, \$1000, other...accompanied with what you receive for each level; High level donors; it will be our collective goal to know and feel comfortable asking some very unique individuals with whom we will have an opportunity to share our goal and ask that they support in a way that helps us reach our goal as quickly as possible.

Bumper stickers with logo/slogan - costs associated must be identified, also and same for Car magnets. Provide an information table at High School games to promote and opportunity to make contributions. Sidewalk paver bricks to recognize donors. (Meghan Brady will learn more details about the pavers for our next meeting. Lawn signs.

Superintendent and Board of Education to review relevant policies/procedures for formally recognizing donors.

Solicit Alumni assistance.

Pfizer and other companies do a matching program; incorporating this request into our solicitation letter will enable these folks to direct their money our way.

It is foreseen that a **FUNDRAISING** Leader will track and facilitate these interactions.

**VII. OTHER BUSINESS** – Discussion on a timeline from MUSCO for start to finish installed and any disruptions and for how long will be provided next meeting from Scott Giegerich. Julie Pendleton and Scott Giegerich to meet with MUSCO representative.

Is MUSCO on the State Bid List?

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A timeline has been discussed and is and will be very fluid based on each of our activities and how successful we are each time.

For example, we HOPE to install lights for the academic year 2022-2023; if that is the case, we must be in contract with a lighting company (not precluding MUSCO) by a certain date to make that happen; that means there are a lot of factors and we need to address them when we know more.

**VIII. NEXT MEETING DATE** – October 13, 2021, 7 PM

**IX. ADJOURNMENT**- Meeting adjourned at 8:30 p.m.

*GIEGERICH/HANARATTY*

*MOTION CARRIED UNANIMOUSLY*

Respectfully submitted,  
Scott Giegerich, Co-Chairman  
Ballfield Lights Committee