

*November 17, 2016 Meeting Minutes
for the CAHS 2016 Annual Community Holiday Homes Tour*

NOTE: THERE WILL BE NO FURTHER SCHEDULED MEETINGS. THE GROUP WILL COMMUNICATE VIA EMAIL AND PHONE. SEE YOU ON NOVEMBER 28TH!

Committee Members

Jill Andrews

Jennifer Baghdoian

Cathy Bean

*Jan Bernath

Jane Creswell

Susan Ervin

*Jeanene Riemenschneider

Katherine Roebuck

Jan Starr

Connie Stover

*Unable to attend.

1. Participating homeowners.

- | | |
|--------------------------------|------------------------|
| 1. Chelsea Historical Museum | 128 Jackson Street |
| 2. First Congregational Church | |
| a. /Jane Shrosbree | 121 East Middle Street |
| 3. Bill & Becky O'Reilly | 135 East Middle Street |
| 4. Christine & Mike Goldstein | 209 Jefferson Street |
| 5. Frank & Elizabeth Hammer | 521 East Street |
| 6. Rob & Maria Riemenschneider | 124 West Summit Street |

- All Homeowner information has been collected. Kate will hand off documentation to Connie for archiving.
- Spreadsheet location: <http://chelseahistory.org/home-tour-committee>

2. Decorations.

- Museum and home decorations:
 - Interior of museum done.
 - Tree and remaining greens will be up by Nov. 23.
 - Jan. S. will check whether Doyles can loan a sleigh for display outdoors.

3. Museum extended hours.

- Museum will be open for tours and silent auction viewing on the following dates and times. Members of the Board will help with docenting.
 - Nov. 28, 29, 30: 10am – 3pm
 - Dec. 1, 2: 10am – 3pm
 - Dec. 2: Evening, 6pm – 8 pm
 - Dec. 3: All day

4. Orientation meeting for homeowners and docents: November 28th at 6:30 pm

- 6:00 pm: Connie's museum docents will arrive 30 minutes ahead of the homeowner orientation meeting to prepare for their roles during the day of the tour. After her meeting, all will join the orientation meeting and proceed to visiting the homes.

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- 6:30 pm: Orientation meeting. Please refer to the document “2016 Holiday Homes Tour Orientation Agenda” on our web page, <http://chelseahistory.org/home-tour-committee>
- Jan S. and Bob Dancer (per Connie) will contribute cookies and cider for the meeting.

5. Tickets.

- Website sales: 3 to date.
- Garden Mill sold none and Hometown Pharmacy sold 2. US Artquest sold 2.
- Compared to previous years for this event, we are on track. Sales normally pick up in the week leading up to the event, but not before. See Marketing Plan for further information on how we plan to boost sales.

6. Doyle Valley Percherons carriage rides.

- Jan S. will continue as liaison to this vendor.

7. Marketing plan.

- Connie will print more poster/flyers (size 11x17) for distribution. The posters will be ready for pick up on Friday morning, Nov 18, 10 am.
- The following business will be approached for posting:

TO BE ASKED / POSTED

- Chelsea Antiques Mall – our Booth (Connie)
- Potting Shed on Main (Susan)
- Original Potting Shed on Middle (Susan)
- Mike’s Deli (Susan)
- Attic Boutique (Jen)
- Jet’s Pizza (Jen)
- Ale House (Jen)
- Chelsea Village Flowers (Jen)
- Shops in USPS/Ace Hardware complex: Treehouse, Fancy Nails, Ace, Biggby Coffee, etc. (Cathy)
- City Hall (Cathy)
- Historic Depot (Cathy)
- Polly’s Country Market (Cathy)
- Shops in Family Farm & Home complex (Jill)
- Catered Coffee (Jan S.)

SHOPS ALREADY ASKED

YES

- Chelsea Dry Cleaners
- Cleary’s Pub
- Just Imagine Toy Store
- Sue Jacobs (SE corner Main & Middle)
- ZouZou’s

- Chelsea Print & Graphics (Connie?)
- Garden Mill
- La Jolla Jewelry Store
- Gigi’s Flowers
- US Artquest

NO

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- Moran's
- Common Grill
- Bumble's Dry Goods
- Kate has designed yard signs and Connie will print 20.
 - Kate will distribute these for posting. Each Board and committee member will post a sign on their property, or some other high traffic location.
- Connie has advertised with:
 - All local media: Sun Times, New Chelsea Update, ChelseaMich.com, The Observer, Ticket Leap, etc.
 - Also social media: membership email blasts, Facebook page, Buy It or Sell It in Chelsea, Nextdoor.com, etc.
 - All committee members, Board members and volunteers should link these ads from their own social media apps, such as Facebook, Twitter, etc.

8. Silent auction.

- The auction will take place at the Museum. The week leading up to the event, all items will be on display in the museum, which will have posted extended hours.
- Jane and Jan S. will print and display sign up sheets and manage auction process, collection of funds, notification of winners, and distribution of purchased items.
- Kate has donated clipboards for auction sign up sheets.
- The bid process will be printed and posted at the Museum, and docents will be on hand to explain the process to visitors. (Jane, Jan S. and Connie to oversee this)
- The group agreed we have enough items to date. An updated spreadsheet will be posted to our web page when it is completed (by Nov. 26th).
- Connie will take photos of some of the things that have already been donated in order to create some marketing pieces for the silent auction.

9. Volunteers / Docents.

- Cathy will hand off docent recruitment calls to Jan B. (Need at least 2 per home on the day of the event.)
 - Jan B. will send Connie list of names and contact info (phone, cell phone, email) for all docents.
 - Connie will create nametags for all docents for the Nov. 28th and Dec. 3rd events.
- Museum will be covered by CAHS Board members.
- Jeanene will manage and schedule docents. (Returns Nov. 22nd)
- Docent contact list to be posted at: <http://chelseahistory.org/home-tour-committee>

10. Day of the Event: Misc. Logistics.

On the day of the tour, these supplies will be needed:

- A cash bank / box (Connie)
- Printed tickets for on-site sales (Connie)
- Hand stamps and ink (Connie)
- Contact list for paid participants (Connie)

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- Two tents will be loaned to us by the Chamber of Commerce (Connie)
- Two heaters will be loaned to us by Bill O'Reilly
- Refreshments -- Catered Coffee has agreed to park their mobile unit on site. They will need two 220-volt outlets OR will use a generator.
- First-aid kit
- Yard signs will be put up in front of each venue home morning of the event (Kate)

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ASSIGNMENTS—UPDATED 10.27.16

CATHY

- Talk to manager at Chelsea Hometown Pharmacy about questions related to home addresses (use talking points Jill will provide); distribute tickets to the Pharmacy when available.
- Gather historic information on Frank & Elizabeth Hammer's house and arrange with them for a personal walk-through of their home to orient them before the event.
- Loan holiday decorations to Museum.

CONNIE

- Update the event committee's secret web page as needed.
<http://chelseahistory.org/home-tour-committee>
- Print 500 tickets. Ticket holders for the tours only will bring their tickets the day of the event and exchange them for a hand stamp.
- Borrow hand stamps and ink from Susan Rothamel.
- Coordinate with Kate to print and oversee distribution of brochures and signage including:
 - Event advertisements in the form of poster/flyers to be distributed around the Chelsea area (include information on where to buy tickets)
 - Signs for directions on the day of the event (coordinate with Kate)
 - Announcements on social media and CAHS website; Google the Holiday Home Tours event to see where it pops up.
- Coordinate outreach to local media with information about the event.
 - Chelsea Mich, Chamber of Commerce, Sun Times, New Chelsea Update, The Observer, etc.
- Open the Museum the week leading up to the event for silent auction item viewing and bidding.
 - Museum will be open for the following extended hours:
 - Nov. 28, 29, 30: 10am – 3pm
 - Dec. 1, 2: 10am – 3pm
 - Dec. 2: Evening, 6pm – 8 pm
 - Dec. 3: All day
- Manage the Open House for homeowners and docents at the Museum on November 28th at 6:30 pm. It will start at the Museum, with light refreshments to be served (Bob Dancer?), followed by a walking tour of the homes.
- Purchase footies for the event.

JENNIFER

- Continue work with Kate, Susan and Cathy on decorations and homeowner liaison process.

JAN STARR

- Continue to be the liaison to the Doyle Valley Percherons owners.
- Work with Jane and Jill on silent auction.

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JANE

- Work with Jan S. to catalog and creating sign up sheets for each item.
- Work with Jan S. to co-manage the drawing process, announcing winners, collect funds, and deliver items.
- Loan holiday decorations to Museum.

JILL

- Try to paint the Rock at Pierce Park on the day of the event.
- Recruit and manage volunteers to distribute poster/flyers to area venues, including other local towns (Dexter, Manchester, Grass Lake, Ann Arbor, Stockbridge, etc.).
- Negotiate with Catered Coffee regarding donation of refreshments (cider, cookies, water, coffee, etc.) on the day of the event.
- Coordinate with Jane and Jan on the Silent Auction.
 - Solicit items to sell from local business, artists, members and others.
 - Create new Sign up sheet for the event and hand off to Jane.
- Contact volunteers from last year to confirm their participation.
 - Susan Morel-Samuels
 - Mr. & Mrs. John Mitchell
- Recruit volunteers to be present at the museum during extended open hours. (Connie, Board members, volunteers)
- Announce event at upcoming Member meetings and also send out a message to the membership asking for additional volunteers.
- Create a contact list of all docents and volunteers who will serve at this event.
- Write a short description that she and Cathy will use to inform the Garden Mill and Hometown Pharmacy of the following:
 - We have four beautiful historic homes, a church, and the newly-renovated Museum booked for this year's tour.
 - To preserve homeowners' privacy, the addresses of this year's tour homes will not be released until the day of the event. Ticket holders will receive a list of the homes and addresses at check-in, which will be at the Museum.
 - All tour participants will begin their tour at the Museum, but may visit the remaining 5 venues in any order they wish.
 - A horse carriage will be on hand for those who wish to ride the circuit. Payment for the carriage rides can be purchased separately from the vendor on the day of the event.
- Continue generating agenda/minutes for the committee.

KATE

- Work with Jen, Susan and Cathy on decorations and homeowner liaison process.
- Finish design and production of brochure, poster/flyer and home signage.
- Coordinate with Connie on printing and distribution.
- Send out thank you letters to homeowners after the event.

SUSAN

- Send updated homeowners' grid to Connie, who will post on our secret website.

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- Work with Kate and Jen on decorations and homeowner liaison process.