

**Special Events Last Night Wolfeboro  
Minutes  
January 17, 2024**

**Present:** Brenda Jorett, Christine Collins, Alexy Austin, Libby Peard, Kate Turner and Linda Murray

Chair Murray opened the meeting at 8:30 am.

The committee approved the minutes of December 28.

The Committee reviewed the attendance and collection of donations at each venue. There were two events in which donations were collected, not for Last Night Wolfeboro. Next year the Committee will talk with those individuals or groups to split the donations. Last Night was on ~~Sunday~~Sunday, which might have affected the attendance at the games and activities.

- |                                       |                              |
|---------------------------------------|------------------------------|
| a. Games and Activities: Attended 216 | Donation Jar: \$192.00       |
| b. Just Bob and Marla: Attended 75    | Donation Jar: After Heimlich |
| c. John Heimlich: Attended 72         | Donation Jar: \$92.00        |
| d. Bingo: Attended 250                | Donation Jar: \$6.00         |
| e. Free Ice Skating: 175              | Donation Jar: \$93.69        |
| f. Wildlife Encounters: 367           | Donation Jar: \$140.00       |
| g. Carolyn Ramsay Band: 175           | Donation Jar: \$365.00       |
| h. Escape House: 120                  |                              |

Total Attendance: 1445 and Church Dinner 120      Donation Jars: \$892.69

The Committee reviewed each venue and made comments.

**Games and Activities** were 11-1 in the Great Hall. The Boys Scouts and the Fire Department were unable to attend at the last minute. Next year more planning needs to take place to make sure that the music and speakers are ready, the room layout has been approved, an instructions sheet for volunteers to arrive on time, and a comment sheet to be placed on the table by the door. [We should also improve exteriorthe exterior signage.](#) Next year the Committee might consider a scavenger hunt and some type of children's performance. Kate was to talk with Josh regarding the issues with the smoothie bike. The photo booth should not be over a window. There was no issue with the raffle since the winners were contacted by text and prizes mailed.

**Just Bob and Marla** were in the church sanctuary. There were some concerns regarding whether there was enough time between the performances. It is enjoyed by younger kids. Having a committee member working with them works best. Need to talk to them regarding splitting the donation jar.

**John Peter Heimlich**- This was sponsored by the Wolfeboro Senior Citizens Club. These funds may not be available next year. There were some issues with the times and setup with Just Bob and Marla.

**Bingo-** the two sessions were well attended and run by the Lions. Next year need to talk to them regarding splitting the donation jar ~~proceedses~~proceeds.

**Ice skating-** Brewster rink was not ready, so the committee rented 1 hour at the Pop Whalen Ice Arena and Art Center. About 20 pairs of skates were rented. [Might not plan on Brewster for next year and offer two hours at Pop Whalen.](#)

**Wildlife Encounters-**very successful again this year with 367 in attendance.

**Carolyn Ramsay Band-** went well. The church was the perfect place for the concert.

**Escape House-** a good turnout. Information on the event needs to be given to the committee by the beginning of November to do the PR.

**Dinner-** Done by the 1<sup>st</sup> Congregational Church was a success. They may change the menu for ~~next~~next year and adjust the time.

**Fireworks-**Fireworks went off on schedule and there was a good turnout. [Question raised about whether we should even offer a rain date going forward. Christine to check on whether payment would be refunded if called off on short notice.](#)

[Fundraising – Next year should start earlier and be more strategic about connecting with a range of prospective donors.](#)

2. 2023 Revenue

a. Piscataqua Landscaping	1,000.00
b. Blacks Paper Store	750.00
c. Leone, McDonnell & Roberts	500.00
d. Windrifter Resort	500.00
e. Taylor Homes	500.00
f. Lake Winni Team	500.00
g. Goodhue Boat Company	300.00
h. Front Four Cellars	200.00
i. Eastern Propane	100.00
j. Butternuts	100.00
k. Avery Insurance	500.00
l. Just received Hunter	1,000.00
m. Total	5,950.00

Attached to these minutes is Brenda Jorett's SWOT analysis.

Next meeting is March 4 at 8:30

Respectfully submitted,

Linda T. Murray

Attachment:

***Last Night Wolfeboro***  
***Lakes Region's free celebration for Families, Friends + Visitors***

**1. Wolfeboro Town Hall, Great Hall:**

- 11 a.m. – 1 p.m. **Games + crafts:** including C3Brix -LEGO fun; Maker's Mill smoothie bike; displays/games by Kingswood Youth Center; Wolfeboro Fire Department; Girl Scout Troop 2271-snacks/light lunch available (\$);  
Yum Yum Shop gingerbread decorating.
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▪ **STRENGTHS**

- A. Good attendance - 216; greeting/volunteers; mostly OK on number of volunteers.
  - B. NO SHOW/last minute cancellations: Boy Scout troop 165 + Wolfeboro Fire Department.
  - C. C3Brix: CODY at the last minute offered us and we accepted – two C3Brix birthday parties; \$100 value each. (HOW were they distributed?)
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• **Weaknesses:**

- **Too last minute:**
    - Communication lacking on the cancellations; we should ALL know and be told if there's a cancellation – especially for outreach/Brenda
    - BETTER planning needed on room setup + music – which was mentioned at the meeting and not carried out.
    - Volunteers- arrival call too late- ALL should be at Great Hall by 10:15
    - Happy New Year photo booth – NOT over a window; more prominent; perhaps under the clock in back;
    - Parks + rec tables in same area to better manage staff/volunteers
    - COMMENT sheet/pad for 'welcome' volunteers to note + write down issues; questions, ideas, etc.
    - Raffle- ISSUE: offering a major prize raffle at Great Hall games – too many people in and out over that two hours; or just pull winner and contact them – then we have to follow up.
  - **Maker's Mill smoothie bike: When** it's arranged – and before pickup, ask/require it to be tested that it's in good working order – bike tire needs air; check blender mechanism. Can it be delivered/picked up-dropped off at Great Hall by our last meeting – 72 hours before event?
    - OUR end- DEFROSTED fruit; FEWER or cut up strawberries
    - Perhaps a few pitchers of 'starter' smoothie
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**2. Escape Room:** Wolfboro train station; 32 Central Ave. 11 a.m. – 2 p.m. Developed and organized by The Resistance from KRHS robotics team. **Mostly – in my opinion – weaknesses:** *While we do not expect to CONTROL this or any event led by another organization, we'd like to have knowledge and understanding of what they are doing; get attendance, photos; feedback. (As we do with Wolfboro Lions/bingo; FCCW did a good job of this.)*

- 2023 escape house – a complete unknown to most of us; very little if any communication; CHRISTINE emailed results:
  - **Attendance – updated by Christine – and this is only an estimate – 120 people an estimate based on time and # of people in 15-minute slots. Escape Room went from 11am-4:30PM.**
    - 15 min slots
    - Average- 6 people per slot
    - Roughly 120-130 people.
  - The actual escape room setup?
  - Did people enjoy it?
  - No photos of the event (Christine sent several – not great – but OK)
- **OPPORTUNITY:** Is there anything we can do to improve the above weaknesses – presuming this was planned and received fairly well in 2023?  
COMMUNICATIONS – outreach – signup. Problem is that even if we PRESUME that if they will run the escape room, communication will still be weak. Can we publish an email or something from them to depend on? Will it get to us too late?

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### **3. Brewster sites**

- 2:30-4:30 p.m. **Ice skating** at Brewster's outdoor rink, S. Main St. behind Anderson Hall (weather permitting); Waiver and helmet required; bring your skates.  
**Cancelled venue mid-week prior to Dec. 31 –**
  - **STRENGTHS**
    - GOOD communication and organization
    - We had ample notice and planned well with Linda recommending paying \$250 for Pop Whalen ice time
  - **Pop Whalen Arena skating- 2:30-3:30 p.m.**
    - **STRENGTH**
      - WELL ATTENDED at Pop Whalen – 175
      - OUTREACH must have worked
    - **OPPORTUNITY:** Do we choose INDOOR skating only?
      - SPONSOR to defray cost?
      - Snack sales?
      - Better donation opportunity from public?
- **1:00 and 2:15 p.m. Bingo sessions**, Brewster Estabrook Hall; Hosted by **Wolfboro Lions Club; prizes; snacks available (\$)**
  - **STRENGTHS**

- Well organized + received (250 attendees) 120 @ 1 p.m. 130 @ 2:15 p.m.
- **ISSUES?**
  - How did cleanup go?
  - Opening Estabrook – perhaps 15-minutes before event starts?
  - Prizes OK?
- **OPPORTUNITIES?**

**4. 3:30 p.m. Wildlife Encounters, live animal show, sponsored by The Children’s Center; plus, free major prize raffle.**

- **STRENGTHS**
  - **367 attendees**
  - Raffle two major prizes – well received; (OPPORTUNITY) PERHAPS do RAFFLE as part of INTRODUCTION + thanks to sponsor.

**OPPORTUNITIES: ???**

**5. First Congregational Church of Wolfeboro (FCCW) 115 S., Main St.**

- 1 p.m. **Just Bob + Marla** – puppets, stories + *songs*
  - **STRENGTHS**
    - OK attendance - 75
    - Well received show – families + little ones
  - **WEAKNESSES**
    - Migrating from Great Hall to FCCW – light attendance (75)
    - Raffle tickets offered when there was no prize exclusive to this event
    - What you might call – lack of flexibility: Marla (and Peter Heimlich, too) had ‘ideas’ on how the event should have been set up – time of show, etc. Marla also says they “don’t do stories” and then explained to me how the story of the trip/journey is portrayed in their show.
    - Explaining to her LNW and planning in general was fine – just a bit taxing; artists *generally* do not seem to understand the scope of the entire event and their part in the day-long event. ***Should we better explain this? Communicate in writing to Bob + Marla – as we did with Peter Heimlich and Carolyn Ramsay.***
  - **OPPORTUNITIES**
    - VENUE? – shift to one side of the sanctuary/stage so staging of next concert can ‘softly’ begin;
    - Another venue? I think it was good to have one major venue for concerts/program – and NOT Great Hall – bad acoustics for concerts/program – except Wildlife Encounters
    - BETTER explain – in writing- to Bob + Marla the logistics/timing; Frankly, we have to lead them – not the other way around.
    - Assign ONE volunteer – not from our team – to unload/pack up + load
    - Exclusive RAFFLE prize for this event

- 2:30 p.m. **Peter Heimlich and the Unusual Suspects (folk band)** plus, free major prize raffle. **Sponsored by The Wolfeboro Senior Citizens Club.**
  - **STRENGTHS**
    - Outreach opportunity for Wolfeboro Senior Citizens Club – which is just organizing
    - Good music/venue/acoustics and event for this group
    - RAFFLE – Wright Museum prize – winner needed to be present – Amy’s decision.. OK with that.
  - **WEAKNESSES – attendance weak?? 72 (Is Amy OK with that?)**
    - PETER thinking he should have a 2-hour concert
    - Arrived EARLY thinking he could setup during Bob + Marla – even though this was explained to him – in writing.
    - AMY needs more involvement from the CLUB members?
    - Is TIMING the issue for this event since Bingo + skating was going on?? or is this a different age group? (yes - is my thought)
  
- 4:30 p.m. **The Carolyn Ramsay Band;** plus, free major prize raffle.
  - **STRENGTHS:**
    - Great attendance : 170 with more people dribbling in over the first 20-30 minutes
    - Acoustics/venue excellent
    - Great feedback
    - Raffle prize winner 0 Linda Sacraming – 508-369-4314 was thrilled. (NH Boat Museum membership and 2 Millie B ride tickets) announced several songs in – also a good call.
  - **4 p.m. – 6 p.m. FCCW presents supper for family and friends:** homemade mac and cheese, hot dogs, salad, broccoli, desserts; beverages; tickets at the door-\$30 per family; \$10 per person; free under age five; (cash/credit). Benefits FCCW programs and outreach. **120 MEALS SERVED (updated 18-24)**
    - **STRENGTHS**
      - Organization by church
      - Emphasize homemade (my idea)
      - Communication with LNW
      - Attendance + fundraising for church? Need numbers
    - **WEAKNESSES**
      - FCCW press release: I let that publish without my input being asked for – and I should have asked for tweaks – there were mistakes and representations that could lead some to think only the CHURCH was a venue for LNW; Not everyone reads through a press release/article

- Cost of event based on the menu– did that hold back attendance?
- OPPORTUNITIES
  - LNW has to control/lead the narrative – re press release, etc.
  - Suggest that FCCW’s release ONLY be about the church programming benefitting + the dinner. With a single line pointing people to Last Night Wolfeboro Facebook and on the church site – a LINK to LNW Facebook
  - OR – Ask for review and editing of the FCCW press release before distribution
  - **PERHAPS reverse the order in which the releases are distributed – FCCW BEFORE LNW’s official December release before the event (PUBLISHING date 12/26/24; FCCW release could be for 12/19/24)**

#### **6. OVERALL OPPORTUNITIES scope/needs/ideas**

- **TRADEMARK event name with State of NH: Thursday or Friday issue – Adam Dow issue. – discussion/investigate.**
- BOB + Marla – ‘raffle tickets’ were offered – but there was no plan for a separate raffle there; I put those tickets in the Wildlife Encounters raffle box. 😊 Should there be a separate/exclusive Bob + Marla raffle/prize?
- **C3Brix:** offered + gave us at last minute TWO \$100 party prizes (CODY) – Secure that for JUST BOB + Marla? Or GAMES/Great Hall – or BOTH??
- **NEEDS**
  - Pens/pencils at every welcome table; Make sure there IS a welcome table
  - FEWER printed flyers; QR code is replacing need for paper
  - SEPARATE donation jar for each event
  - OUTREACH could include- “donations accepted to help defray programming costs”
- **DATE Dec. 31, 2024 – is a TUESDAY** – which MAY be a workday for some.
  - HOW does that affect town hall – work day
  - Fireworks + postponement/alternate date?
- **FUNDRAISING** – re: fireworks + cost of bands – estimate we need to raise between \$8000-\$10,000
- Idea from Sara/Ronn – a ‘LNW fundraiser’ in early Nov.
  - MY spin on that was – it’s just more work – BUT
  - Enlist a restaurant to have a LAST NIGHT WOLFEBORO Fireworks fundraising night – certain percentage of proceeds goes to LAST NIGHT WOLFEBORO – create a VENMO account so patrons could donate directly to LNW at the restaurant that night; table cards with information.
  - AT THAT RESTAURANT – have a 90-minute gathering where we – LNW promote and explain fireworks funding needs + the overall event – slide show of photos? And an ASK??
- WHY isn’t Wolfeboro Chamber involved – at all? And they are paid \$9700+ out of taxpayer/town budget funding to “keep” the town event calendar; this is a TOWN

event – they do the minimum in promoting this event – which was a BUSINESS promotion – when it was First Night and then the chamber pulled out after 2018 in being actively involved.

The scavenger hunt was in part, an event to promote town businesses THAT took place without their involvement over the few years the scavenger hunt took place. We scrapped the scavenger hunt in 2023 because of planning issues and volunteer shortage.

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***(FYI : from bottom of LNW 2023 press release for the LNW committee information)***

All programming and schedule updates will be posted on Facebook @LastNightWolfeboro; times and events are subject to change. Wolfeboro Community TV will offer a schedule of recorded concerts, shows and special programming New Year's Eve starting at noon.

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DECEMBER 31, 2024 is a TUESDAY; people will be working? How will we handle fireworks (if funding raised) and alternate date?

Fireworks over Wolfeboro Bay are scheduled for December 31<sup>st</sup> at 6 p.m. The weather postponement date is Saturday, December 30 at 6 p.m. If there's a weather issue, officials will announce around noon on December 30 that fireworks must take place Saturday at 6 p.m. instead of Sunday. The announcement would be posted on the Last Night Wolfeboro Facebook page and Wolfeboro Town website (wolfeboronh.us).

#### **SPONSORS**

Fireworks premiere sponsors for 2023 are Piscataqua Landscaping, Hunter's Shop 'n Save, and Black's Paper Store; along with presenting sponsors Lake Winni Team, Leone, McDonnell & Roberts, The Windrifter Resort, Avery Insurance, and Taylor Community. Additional sponsors include: Goodhue Boat Company, Front Four Cellars (offering special events on December 31<sup>st</sup>), Butternuts Good Dishes, and Eastern Propane and Gas.

#### **PRIZES**

Major prizes for Last Night Wolfeboro have been donated by the Wright Museum of World War II, Wolfeboro Trolley Company, New Hampshire Boat Museum, and NH Cruise.

The Wolfeboro Special Events Committee of the EDC produces Last Night Wolfeboro; Chair, Linda Murray, Members: Christine Collins, parks and recreation director, Alexys Austin, parks and recreation program coordinator; Brenda Jorett; Kate Turner, Libby Peard; with major support from Wolfeboro Parks and Recreation, Wolfeboro Community Television, First Congregational Church of Wolfeboro, and Brewster.

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