

Town of Windsor

Memorandum

December 14, 2021

TO: The Honorable Mayor and Town Council

FROM: William G. Saunders, IV, Town Manager WGS IV

SUBJECT: Event Committee

Background

At previous Town Council meetings, the initiation of an event committee has been discussed.

Specifics

The committee would be to assemble town officials with other stakeholders in the community to explore the potential for future town events. With the July 4th celebration and the Christmas Parade not being held for the last two years, a number of citizens and groups have contacted Town staff to express interest in the Town initiating events in the future.

Whether these events could or would be reinstated as they were, or other events could or should take their place, will require study and planning to determine the community's interest and capabilities.

Also of note is that Strategic Plan Action Item #13: Increase the number of community Events and Activities, lists as one of its key tasks/activities to 'Put together a committee that will plan and execute events, such as 4th of July party and car show, Block Parties, Fall Festival...'.

It would seem that this committee should include a mix of representatives of the Town and its numerous civic and non-profit groups that can come together to make recommendations to Town Council about Town-sponsored events and also work on a comprehensive event calendar for the Town to prevent various groups' events conflicting with one another to the extent possible.

Should Town Council wish to entertain such a group, it could:

1. Begin as an informal group that is initiated administratively by town staff?
2. Begin as a standing Town committee?
3. Begin informally and become a standing committee if it seems prudent at a later date?

Enclosures

None

Recommendation

Begin informally and become a standing committee if it seems prudent at a later date