

Colonial Carriage & Driving Society Minutes
MEETING August 22, 2018

Harvey Waller opened the meeting and welcomed everyone to Orleton Farm. The minutes of the May meeting were accepted as emailed in the Newsletter. Kay thanked Jennifer for sending so many mailings on line and for keeping everyone well informed. Maureen Gamelli presented the financial report. [Copies of the financial report will be available at the September meeting.]

Maureen has been working hard on the Tub Parade since January and has received \$ 3,350 in sponsorships.

OLD BUSINESS - Harvey was very pleased with the show. There were 75 participants. Our highest attendance was 128 several years ago.

However for many reasons it has been decided to move the date for 2019 to August 8 to 11. These were the Walnut Hill dates and everyone is very pleased that Orleton is taking them over. June is very early for the horses to be ready. It is a very busy month for people and the weather is questionable. Rooms may be a problem because of Tanglewood, and it will be important for people to reserve early.

The Orleton show is becoming recognized nationally and the participation will increase. Walnut Hill could have as many as 225 participants. They had classes for all levels so that all participants could take home a ribbon. Many classes were for singles. They were known for their parade, and attracted many spectators.

We will have cones, dressage, cross country. People are asking for a coaching division. Harvey would not be allowed to compete but it would add to the drama of the show (my sudden thought - how about a coaching demonstration during lunch time ? Or would this be too impossible...maybe just a demonstration of one coach, its history, appointments etc. etc.)

Food service might have to be expanded in addition to this barn. Tim this year was excellent. The 40x80 flat area above the arena could have a tent and simple food service.

The comment was made about the division of pony classes. They should be divided by size and not just as ponies.

This year the new electrical and sound system was great.

And Harvey and Mary were thanked for all the hard work and effort that it took behind the scenes to make the show such a success.

HAWAIIAN FUN DAY - Was a great success. Four new members joined, we now have 62 total. The silent auction generated \$312. Three venues were set up. Everyone enjoyed having the cones course, dressage and cross country available at will. The food was a great pot luck and everyone loved the palm tree trophies.

LENOX TUB PARADE - Maureen has been working on this all year. She has not been able to generate much enthusiasm and the Lenox selectmen and merchants have been very tough on her. The town is supporting the parade but everyone is questioning the cost for an event that is of such short duration.

How can we make this a larger experience for visitors. Marketing and advertising, but participation by local cultural venues is also needed to expand the gilded age experience. Even the days when vehicles were available for viewing at Shakespeare & Co was not really enough. It is a struggle to get participants. We are now even paying them to participate.

Suggested ideas: How about a costumed ball to benefit our cultural Lenox effort? Possibly after the horses are done, the calliope could make a third loop of the streets with antique "brassies" cars, high-wheeled bicycles? Visitors can walk to BUTI to view the carriages before and after.

Carl will try to contact the car people and John Frost will contact the High Wheelers. Rikke and the Berkshire Edge can also be very helpful and Rikke also could contact the Cow Girls. A web add in the Eagle costs \$458 and would run for the week before the parade. Volunteers with safety vests were very helpful along the route of the parade.

Possibly next year there could be a costumed tea at Ventfort Hall (remember the White Party?) Perhaps technically wrong for September, but it could be a farewell to summer which is what the Tub Parade is...Visitors dressed in white blend well with gilded age white summer dresses and create a very special experience for everyone.

People have forgotten how much the elegant gilded age costumes added to the architecture and the landscape when everyone was dressed. This might just work. It was relatively painless and very effective...Shakespeare & Co has rentals.

There was considerable discussion of the details of marketing and advertising. The list of those who have committed to driving in the parade is growing. Actually now that the date is near, Maureen's hard work seems to be paying off and it sounds as if the parade will be a great success. The Lenox Chamber has committed to paying half of the ad. Maureen will enlist Jamie Trie's help in making the email, and Facebook marketing campaign.

INSURANCE - The tent accident that caused Mr. Boudrews broken nose is not totally resolved yet, since months later he tried to add an issue with his knee. But our insurance will cover it.

Speakers are needed for September 19th and October 17th meetings.

In October, it is possible that the Wallers will be involved in the new movie of Little Women being shot in Boston and Worcester. The Berkshire Coaching event will also be taking place with a private lunch at Cherry Hill on Saturday and the usual drives to Elm Court on Friday and the Mount on Sunday. Harvey was thinking of driving through High Lawn as well. This sparked a conversation of taking a tour of their museum and the fascinating automatic milking process that they have installed.

There was fresh rhubarb to take home and with grateful thanks to Harvey's hospitality the meeting was adjourned at 9pm.

Respectfully submitted
Tjasa Sprague