

California Area re:Generations Meeting
March 20, 2024

Meeting was called to order by Chairperson, Rosemary Capanna.

In attendance were: Rosemary Capanna, Pamela Chiedor, Karen Swartz, Lisa Buday, Frank Kurtik, and Christopher Sepesy.

Ticket Booth

Neil from MVCC texted Rose to let us know they're just about finished with two large projects and he will be talking very soon with Brianne about moving the ticket booth. He'll keep us posted.

Viola's plaque

Rose believes that it will be best placed near the Manderino library. That's the closest we can get it to her birthplace and have a decent number of passersby who will see it. Also, her mother (and aunts) attended the Normal School so there's a connection which might make them amenable to having it placed there. If not, we can ask the council to place it at the Borough Building. If the plaque doesn't read, "Viola was born a few blocks away," it'll work. (We're still trying to discover the actual house number which should be included on the plaque.) If it's placed at the university and needs to be moved for some reason, it shouldn't be too big of a hassle since it'll be pole mounted.

Carla Anderton wants to video chat with Rose about some grants for the memorial. She was supposed to be doing some grant writing for us and may now be able to get to it.

We need to decide on a date to propose to dedicate/unveil the plaque. Once that's in place and a location is approved, we can invite folks to attend. Most importantly, we'll make sure her children are invited.

Pop-up Memories

As we all know California is celebrating its 175th anniversary. One of Rose's oncology nurses is from Cal—Kelly Krahmer. She lives in what used to be Menia's store. Kelly told Rose that occasionally kids will ask her if it's true that they used to sell candy there. Rose proposed an idea that could be done jointly with California's 175th committee, if they're interested—if not, that's ok too—"Pop-up Memories."

It would share the history of what was located at a certain place. We could announce a pop-up is taking place the same day with a simple giveaway. There could be a banner reading Pop-up Memories.

Here are some ideas with giveaways, limited to first 25-30-50 (or however many) recipients. We can do all, some, or none, spread them out through the summer and finish up in fall, etc. We could ask kids to tell us a "fact" from the brief history before they get their giveaway. Or not. It's flexible.

Menia's—Swedish Fish in penny candy bag

Alfano's—Slice of pizza

Shake n Dog—hot dogs

TikTok—ice cream sandwich

Perry's—lapel pin

Gift o Rama—commemorative button

Theater—bag of popcorn

Abramsons—lapel pin

Skating rink—maybe get the Kona Ice truck in for a few hours and have a fundraiser for us. Rose could create a "Phillipsburg Ice Skating Team" t-shirt that can be used for a giveaway and be sold online on demand to raise funds.

Santa Claus Lane—finish up here in the fall with a commemorative ornament (custom wooden ones are very inexpensive) with a little bag of candy.

All these giveaways could be done cheaply and more can easily be added. We could also do some fun things, like include a ticket with the giveaways for a drawing for some swag, gift cards, etc.

All members agreed this was a good idea and we'll move forward with it.

Lisa made a motion to adjourn.

Respectfully Submitted,
Karen Swartz, Secretary