

BROOKLINE TOWN HISTORY COMMITTEE

August 20, 2018

MEETING MINUTES

A meeting of the Brookline Town History Committee was held on Monday, August 20, 2018 at 6:30pm at Big Bear Lodge to discuss book title and pricing.

Members of the Board Present: Eric DiVirgilio, Keith Thompson, Roy Wallen, Jack Fallon, Peter Webb, Louise Eldridge, Bob Ottavi, Nancy Reinbold, Dan Marcek

Members of the Board Absent: Donna Corey, Vicki Pope

Also in Attendance: Gail Chaddock

BOOK TITLE

Sid suggested the title of "Nestled Here, A History of Brookline, New Hampshire 1915-2018". We thought it captured what the book is portraying. Dan moved to accept the name, Nancy seconded. Passed unanimously.

PRICING & PUBLISHING

Roy passed out the cost of some other towns' books with their page sizes for comparison. Ours will be ~600 pages with lots of photos and the pages done in a high quality. There will be an index, which the software makes easier to create but will still take a bit of work on Sid's part. The goal is to have the index contain proper names and places. The table of contents will make it easier to find topics.

Our goal is to start advertising the book in the next Brookline Economic Newsletter, which will be coming out in September. Keith will look into what it would cost to add a color insert with prepublication and regular prices, and picture of the book cover.

Sid proposed a prepublication price of \$25 and \$35 regular price. This price he proposed is based on his vast experience of publishing many books. We had discussion about how long the prepublication price should be in effect and determined it made sense to keep that price until the book is published.

We discussed whether the prepublication and regular price should be lower. Dan and Gail liked the idea of making it an attractive lower price to get it into many peoples hands. Gail also brought up that we may entertain a block purchase of books, e.g. a business may want to buy 20 copies. The other committee members thought a prepublication price should be a fair and reasonable price for the quality of the book and the printing costs. The book will also have lots of photos compared to other towns' book.

Jack motioned to have a prepublication price of \$25 and a regular price of \$35. Roy seconded. Passed 8-1.

Roy is doing some market research to help determine the appropriate number of books to order for our initial publication.

When the books are delivered, they should be kept in a climate-controlled place that is insured. Keith will check with Tad to find the best way of doing this.

EDITOR UPDATE

Sid is still looking for a high quality aerial photo of the town for the cover.
It is very important that writers complete their assigned articles.

ADJOURNMENT

At 7:15pm, Nancy moved to adjourn the meeting. Keith seconded. Passed unanimously.

Submitted,
Bob Ottavi, Secretary