

Winter Blast 2027 Meeting Notes 7/28/2026

Purpose of Winter Blast 2027

The committee discussed the reasons for bringing Winter Blast back to the community.

The event is intended to:

- Help combat the winter blues by providing fun and engaging activities.
- Bring community members together.
- Strengthen community pride and involvement.
- Create new memories while celebrating traditions and memories from past Winter Blast events.

Event Dates

The committee agreed to extend Winter Blast to align with the entire February school break.

Winter Blast 2027 Dates: February 12, 2027 – February 21, 2027

Extending the event will allow for a wider variety of activities and help distribute events throughout the week.

School District Collaboration

Stacey Devlin and **Jerrilyn Patton** will serve as liaisons with the Gouverneur Central School District.

Mascot Contest

Selection Deadline: Early December 2026

Elementary School students will participate in a mascot design contest. Top entries from each class will advance for final judging and selection.

The committee will work with **Colleen Nichols-Canel** to determine whether her father would be interested in creating the mascot costume. Assistance will depend on the complexity of the final design. **Bette Prashaw** has also offered to assist with mascot creation.

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Logo Design Contest

Selection Deadline: Early December 2026

Middle School and High School students will participate in a logo design contest for Winter Blast 2027.

The selected logo will be used on promotional materials and merchandise, including:

- T-shirts
- Sweatshirts
- Hats
- Buttons (if produced for 2027)

Top entries from each class will advance for final judging and selection.

Event Ideas and Activity Planning

The committee reviewed successful activities from previous Winter Blast celebrations and discussed several new ideas. Individuals/Businesses listed below have volunteered to help coordinate those events. Dates and additional details will be determined at a later time.

Activities with Coordinators

- **Chili Cook-Off, Box Sled Racing, and Softball Game**
 - Coordinator: Jessica Hentz (GS&L)
 - Tentative Date: Saturday, February 13, 2027
- **Tug of War**
 - Coordinator: Christian
 - Location: Likely Nina's
 - Date: TBD
- **Dart Tournament**
 - Coordinator: Cory Storie
 - Location: Nina's
 - Date: TBD

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Additional Activity Ideas

- Winter Blast Opening Ceremony
 - Past Winter Blast events featured a torch and ceremonial runner to officially kick off the festivities.
- Snowman Building Contest
- Snow Sculpture Contest
- Snow Pile Dig
 - Hide tokens in snowbanks for children to find and redeem for prizes.
- Winter Blast King & Queen
- Community Bar Crawl
 - Activities hosted at participating establishments.
- Ugly Hat Contest
- Frozen Turkey Bowling
- Winter Golf
- Winter Blast Memorabilia and Buttons
- Casino Night
- Winter Kickball Tournament or Exhibition Game
- Ice Fishing Derby
- Cornhole Tournament
- Chess Tournament
- 50/50 Raffle with Mega Millions Option
- Community Scavenger Hunt
 - Business-driven event designed to increase foot traffic to local businesses.

Marketing and Promotion

Once the event schedule is finalized, the committee will:

- Create a comprehensive Winter Blast program.
- Distribute programs throughout local businesses.
- Promote events, dates, sponsors, and activities through social media and the Gouverneur Chamber of Commerce website.

Sponsorship Opportunity

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Kayla C. from New York Pizzeria indicated that Pepsi may be interested in sponsoring a large promotional banner displaying event dates and activities once the schedule is finalized.

Volunteers and Community Participation

The committee is encouraging local businesses and organizations to sponsor individual events during Winter Blast week. Sponsorship's include:

- Providing supplies and materials.
- Supplying volunteers to administer events.
- Assisting with event logistics.

Two surveys are currently available on the website:

1. Winter Blast Idea Submission Form
2. Volunteer Interest Form

Preliminary Budget

Estimated Chamber of Commerce Budget: \$1,700

Expense Category	Estimated Cost
Advertising & Marketing	\$800
Printed Programs	\$250 - \$350
Prizes	\$250
Mascot	\$300
Total Estimated Budget	\$1,700

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Next Steps

- Finalize activity list and identify event coordinators/sponsors.
- Set dates with school regarding mascot and logo contests.
- Finalize mascot and logo selections by early December 2026.
- Develop marketing materials and event program.
- Continue volunteer recruitment efforts.

Next Committee Meeting: Wednesday 9/23 @ 6:00pm- Gouverneur Community Center