

Tercentennial Committee Meeting Minutes

October 20, 2016

Attendees:

Committee Members: Marge Devine, Carol Kauffman, Joel Glass, Mayer Fistal,

Special Guests: Paula Mahony and Judy Paolini from Words at Work

Staff: Erin Cadigan

Meeting called to order at 3:01pm

Approval of September Meeting Minutes

Approval of the minutes was postponed until next month.

Logo Review

Paula Mahony and Judy Paolini presented the first round of logos for the committee to review. The designs took into account our goals: honor the past, celebrate the present, and invest in the future. Paula noted that Falmouth is a town in transition. How we present the town is changing through new wayfinding signage which is under development. Judy's work has reflected a lot of the work done by the wayfinding committee.

Judy reviewed "what we heard" regarding themes the committee expressed in our earlier brainstorming meeting with Words at Work. Paula noted that while they heard a lot about specific historic people, places and buildings, they have not included those elements in the logo. The logos they developed speak more about where the town is going rather than where it has been. They emphasize celebration. She suggested we identify 6 or 12 important places or events from Falmouth's past and create a graphic to match it which we can market separately on merchandise. Judy presented logos from other towns and cities. She also reviewed celebration logos from other towns and events. Judy then presented potential logos for Falmouth 300 which included many design possibilities. Several included elements of the wayfinding designs.

Our goal in reviewing the logos was not choose one perfect logo from the samples presented but to examine the elements and "feel" of the designs. The committee determined that the final logo should include the dates "1718-2018" as well as "Maine" to differentiate from other Falmouths.

Overall the committee liked many of the elements and the variety of options presented. Erin will send out the logo designs via email for further input from the Committee. She will compile these comments and forward to Paula and Judy. A second logo review will occur at the next committee meeting on November 3.

Volunteer Fair

Erin reported we have 14 organizations participating in the Volunteer Fair. She has created a flier and gave out copies to be posted around town. She also sent the flier to all participant organizations as well as OceanView, Community Programs and all the churches. The schools will promote through their email and social media outlets. A press release will go out next week. It was agreed placing an ad in the Forecaster would be beneficial. The event has been posted to the calendar in the Forecaster and at Maine Today.

Recruiting a New Member

Erin proposed inviting Ellen Snyder to join the committee to take the seat recently vacated by Gerry. The committee agreed Ellen would be a good choice. Discussion ensued regarding setting up additional sub-committees in January to plan specifics of events and get more people involved.

The next meeting will be held on November 3. The meeting adjourned at 4:30pm.

Respectfully submitted by Erin Bishop Cadigan