

# Tercentennial Planning Committee

## Notes

February 2, 2017

### **Attendees**

Members: Marge Devine, Candice Powers, Maria Kuhn

Staff: Erin Cadigan, Melissa Tryon

### **1. Approval of Minutes from November 29 and December 15 Meetings**

Minutes were tabled until the next meeting. There was no quorum.

### **2. Review Refined Schedule**

Marge suggested adding a time of recognition of the first soldiers that died in Falmouth in 1703 to the Memorial Day parade.

Erin has spoken with some of the school principals and the band director from Falmouth schools and they agree that it will be a good weekend for them. The band director was very positive about having the band march in the parade. They all said they could not participate or provide music for an event in September. Most of the people she polled about Memorial Day Weekend wanted Monday to be kept respectful of veterans, but didn't see a conflict with having something more fun and festive on Friday and Saturday.

### **3. Set up sub-committees**

Erin handed out a list of the available sub-committees. The history committee is populated. Candice and Maria were interested in the outreach committee and the volunteer committee. Erin said Jeanne expressed interest in outreach, and Ellen told Erin she was interested in fundraising. Erin would contact Joel about Old Home Days and Sandy about volunteering.

Erin discussed if the whole committee should review the grant and partner organization applications, or if a sub-committee should review those. Those present thought that the whole committee should be responsible for approving those.

### **4. Update on website and "launch"**

Erin said the brand standards have been received from the marketing company and passed along to the web designer. Hopefully a draft will be available soon. We are going to need photos for the site; the group discussed where there might be historical photos of town that could be scanned.

The marketing designer has created a "tag line" logo in addition to the regular logo, and drafted several different letterheads, note cards, and other stationary pieces.

### **5. Grants Program**

Erin handed out a draft of the guidelines and applications for the mini-grant program. She said the committee needs to decide who should be eligible for these grants (businesses, corporations, and/or individuals) and what we want them to submit for materials with their application. There was some discussion about what the grants might be used for, and the potential difficulties of funding for-profit efforts with town funds. This discussion will be brought to the full committee at a later date.

## **6. Other Business**

Marge discussed a mission statement for the committee. She has drafted a working mission statement and asked for input from other members. Those present agreed to review the draft statement and bring back suggestions to the next meeting.

Erin, Candice and Maria are meeting with Principal Palmer at the high school tomorrow. Erin is hoping to get them scheduled for a faculty meeting soon to solicit help from the school for different projects – graphic design, tech work, art work, photography, etc.

Erin's meeting with the churches this morning was cancelled. She will email and see if it will be rescheduled soon.

Erin spoke with Steve at American Business Solutions. He is based on Chebeague Island and sells promotional products (t-shirts, coffee mugs, etc.). With this, we would not have to hold inventory or handle payments. He is suggesting that we start with embroidered products – shirts, ball caps, and a tote bag. Erin would like to have some merchandise available when the website launches. The logo can be put on many types of products – Chap Stick, hockey pucks, etc.

Erin handed out a draft of a partnership agreement for organizations that want to partner on events. She is also working on sponsorship packages.

## **7. Next meeting Date**

- March 2 , 2017

## **8. Adjourn**

The meeting ended at 4:11 pm.

Notes prepared by: Melissa Tryon