

# **Tercentennial Planning Committee**

## **Minutes**

### **October 7, 2015**

**Attending:** Beverley Knudsen, Marge Devine, Jerry Davis, Joel Glass, Mayer Fistal, Carol Kauffmann, Jeannie Madden

**Staff:** Nathan Poore, Melissa Tryon, Ellen Planer, Amy Lamontagne, Lucky D'Ascanio

#### **1. Elect Chair and Vice Chair**

Marge was elected as Chair and Jeannie was elected as vice-chair.

#### **2. Review and discuss idea matrix**

Marge asked to add Arthur Mackworth as a possible documentary subject.

The committee discussed hiring a professional events planner. Nathan has researched this and said costs could reach \$300,000. The Town could do some fundraising. At the last meeting the committee agreed that professional events planning help will be required. Staff have researched some potential prospects. Nathan thinks the next step is to refine a plan and budget and bring it to the Council.

Mayer wondered about economic gains the town could get from businesses from this. Nathan said the consultant for the economic development plan could help them draft some numbers. He pointed out that the comprehensive plan called for the Town to have more events.

Carol did not support changing the town seal; it's a part of town history. She did support having a logo for the event.

Amy said some people dislike the seal; it's less attractive than other towns in Cumberland County. It seems like this might be a good opportunity to launch a new one.

Carol suggested Hannah Russell to design a logo. Jeannie said she can help as well.

The committee discussed the history of the town seal; Marge thought Earle Shuttleworth might have some insight on it.

Mayer, Joel, Carol and Marge will meet with Melissa to review the matrix and streamline it.

Jerry said there is a play called "The Burning of Falmouth", though it focuses more on Portland. He suggested a play put on by the high school, written by someone local, about Falmouth and its history.

Jeannie said Dede Waite at the High School has an intern this year, and there are some students that recently graduated that might be interested in writing a play.

Marge talked about Fort Casco and how two soldiers were killed there during the French and Indian war. The location of the fort is on private property. That story might be interesting for a play. She also suggested a tree planting in honor of those soldiers. She said the Town was incorporated on July 16. The committee discussed an event on that day – in 2018 that date falls on a Monday, but the Town could have a concert in the park that day and have bells rung. A big event could be held the preceding Saturday.

Mayer reminded the committee to include the entire town in events and outreach, especially West Falmouth.

### **3. Identify next steps**

Nathan said a budget will need to be done.

Joel, Mayer, Carol, and Marge will meet to refine the matrix.

### **4. Discussion about outreach planning**

The committee discussed the need to do outreach to businesses, social clubs and residents. The Town has a list of 30 social clubs that was drafted for a previous effort. Nathan said he will ask Theo Holtwijk to draft an outreach program. Jeannie will work with him on it.

### **5. Other business**

Jeannie spoke with Analiese Larson from Falmouth Trails about having a 300<sup>th</sup> anniversary trail dedicated, maybe the trail behind the historical society. Perhaps they could hold a ribbon cutting on the trail.

Marge suggested having an event to display old Falmouth photos. Joel and Carol suggested using an old Falmouth map. Marge suggested a visual arts night, perhaps at Town Hall. She also said the newsletters could be sold.

Melissa spoke about a phone call she received from Howard Reiche. He and his son Ford have been working on books about the history of the Pleasant Hill area, the Whitney Family and the activities on the Presumpscot River.

Jerry moved to approve the minute of the previous meeting; Joel seconded. The minutes were approved unanimously.

Nathan announced that this year's Shop Falmouth event on Saturday, December 5, will be combined with a celebration of Route 1. There are many more events on the same day, including several churches having their fairs that day.

Marge spoke about the potential for commemorative merchandise for the tercentennial— coffee mugs, notecards featuring old photos. Carol suggested a display of old memorabilia.

Joel thought the documentaries could be one of the most expensive items. He wondered about working with Maine PBN on these to cut the costs.

The next meeting was scheduled for Wednesday, November 4 at 11:00.

### **6. Adjourn**

The meeting adjourned at 12:00 pm.

Notes taken by Melissa Tryon