

# **Tercentennial Planning Committee**

## **Minutes**

### **December 2, 2015**

**Members Present:** Joel, Jerry, Marge, Carol, Beverly, Jeanne, Mayer

**Staff Present:** Nathan, Erin, Melissa

#### **1. Approve minutes of the previous meeting**

The minutes were approved as written.

#### **2. Follow up from November 23 Council meeting**

Nathan gave a brief report on the Council's discussion at the November 23 meeting. He would like to target March for the committee to report back to the Council. That would tie in with the Town's budget work for the next fiscal year.

The committee discussed what level of planning and detail they should work to have ready for March, and the work of the event planner.

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

Erin reviewed the Council meeting and discussed her takeaway from the Council's discussion. She suggested a couple forums, one focused on businesses. They should develop a clear understanding of goals for these events such as economic impact, educational awareness, preservation or legacy projects, community spirit, and enhancing the quality of life in Falmouth. They need to have input from the community first, to hear what they want this to be. The committee shouldn't design this in a vacuum.

The committee discussed how to reach out to the community – one-on-one meetings with social groups, forums geared to non-profits, businesses, and the general public. They need to get the information out first, so the groups are aware that this is going on. Erin thought it isn't too early to design a website and get the news out.

The committee agreed that the stakeholder outreach work should happen prior to their report to the Council in March. Marge thought they could do presentations at the schools, tied to important historical dates or events, prior to 2018 to drum up interest. They also discussed a special edition of the Forecaster, with histories, etc.

Erin discussed the role of the committee – they don't have to do everything. The committee can organize a few signature events that they feel the Town should sponsor, and then be a clearinghouse for secondary events done by other groups in the community.

Mayer discussed the need for a logo and branding. Erin agreed that the branding, the website and social media should be done sooner rather than later. Joel said it should be done before they talk with the Forecaster. Nathan said the focus in 2016 should be consensus building and 2017 should be a marketing year.

The committee discussed a passport program to encourage people to attend events, with a grand prize.

The committee discussed branding; they decided to refer to it as Falmouth300. Nathan will work with Erin and Paula Mahony on design input. Erin thought the forums might give some input toward the graphics and branding.

Erin will review the committee's materials to date and draft a plan on next steps for the committee. Nathan will pass that plan on to the Council. He also pointed out that they can bring their report to the Finance Committee instead of a full Council meeting. The stakeholders meetings were targeted for February, with a report to be ready in March. The goal would be for a committee member to attend the meetings with staff.

**4. Discussion about a Mission Statement**

Marge discussed the work she, Jerry, and Jeanne have done on the draft mission statement. The committee decided to refer to the event as an "anniversary" and not a "birthday".

The committee postponed adopting a mission statement, and will review the charge to make sure it enables the committee to implement the events as well as recommend them.

**5. Other Business**

There was no other business.

**6. Adjourn**

Meeting adjourned at 12:24 pm.