

## **Ad-Hoc Tercentennial Committee Meeting Minutes May 5, 2016**

### **Attendees:**

Committee Members: Carol Kaufman, Joel Glass, Jerry Davis, Candice Powers, Maria Kuhn

Town Staff: Erin Cadigan, Nathan Poore

Council Liaison: Ned Kitchel

### **1. Approve Minutes from Previous Meeting**

Carol moved that we postpone the approval of the minutes from our last meeting until our next meeting in June when more members are in attendance. Jerry seconded the motion and the motion carried.

### **2. Review of Report and Recommendations/Budget**

Erin presented a revised version of the report which was circulated via email on Thursday of last week. She met with Nathan to go over the report and they agreed to combine two of the six recommendations. They moved retaining a Tercentennial Coordinator in Recommendation 2 and they included the grant program in recommendation 4 rather than as stand-alone recommendations. The committee had no changes to the report and felt it was a thorough representation of our work.

Erin reported that she spoke with Jenna Ginsberg of Tri-Maine—an endurance event coordination company regarding the potential for a triathlon in Falmouth. She seemed very interested and thought there was great potential for some sort of race. If the council approves the report and recommendations we will follow up with her to further discuss the possibilities.

Erin also spoke with Smokey's Carnival to determine if they might be available as part of Old Home Days. They were also interested in possibly participating depending upon the dates and other engagements. They may provide a good revenue source for our event.

Erin also presented a full-color magazine produced by the Greater Portland Chamber. She was able to get very reasonable quotes on printing something similar that could work as a commemorative piece and would include a calendar of events, some history of the town and offer sponsorship advertising opportunities.

### **Town Council Meeting, Monday, May 9**

Erin will present the report and recommendations to the Town Council. There will be opportunity for public comment so committee members are encouraged to attend. The Council will vote on an order to accept the report and amend the charge of the committee. Accepting the report is not a vote to accept the proposed budget. The budget for the tercentennial will be created through the budget process beginning in the fall.

**Next Steps**

Erin plans to talk with several staff and faculty at the schools prior to the end of the year. Candice and Maria provided her with contact names for the history, music and theatre departments. Erin will also reach out to Holly McGowan who is in charge of service hours and John Kraljic who oversees senior projects.

Erin also wants to research grant possibilities with relation to the history of Falmouth project as that project will take significant time to complete so should begin very soon.

Getting a logo developed is also a priority. This is the first step in branding the tercentennial and setting up a website and social media presence. Candace and Maria had great insight about which social media platforms would work best. Ned encouraged us to use a professional design and marketing firm to produce the logo and create a branding/marketing strategy for us. Nathan suggested we might want to put out a Request for Qualifications (RFQ) to get a sense of what differing companies offer and the resources available to us.

**Next Meeting Date**

The next meeting is set for Thursday, June 2 at 3:00pm

**Old Business**

Carol asked that we revisit the draft calendar of activities and noted that October is the community supper to benefit the Food Pantry, not November as previously thought. In addition, she noted that Veterans Day falls on November 11, our anniversary date, so there is great potential there for an event. The idea of a concert was suggested. She also suggested we reconsider holding Old Home Days in the summer rather than in September. She felt many residents who had moved away would be more likely to come back for a summer event. In the past Old Home Days was held in July.