

Tercentennial Planning Committee Minutes

Town Hall—Large Conference Room
July 13, 2016—3:00pm

Attendees: Nathan Poore, Mayer Fistal, Marge Devine, Carol Kauffman, Maria Kuhn, Caleb Hemphill, Joel Glass, Erin Cadigan

Approval of Minutes for June Meeting

Approval of the June minutes was postponed until the August meeting.

Review of Town Council Meeting

On Monday, July 11, the Town Council approved the committee's budget request of \$85,000 for the fiscal year of July 1, 2016-June 30, 2017. There are still questions coming from the council regarding the costs. Questions focused on understanding the overall costs in relation to this budget request and the budget request made in December. It should be clarified that the committee has not spent out all of the \$30,000 requested in December; only about one-third of that request was spent. Another question councilors brought up was who would "own" the product produced by the multi-media history project. The committee agrees that the town would own the final product but much of what will be produced will be in digital form and so can easily be shared among partner organizations. It is clear we need to continue our work in keeping the council informed and aware of our activities regarding costs and overall plans. There have been some emails regarding costs, specifically paying a staff person rather than using a volunteer coordinator, but Nathan has responded to those to the satisfaction of the parties making the queries.

Erin asked that all volunteers track their hours so that we can report accurately the number of hours spent working on the project both for grant requests and in meeting our measurable goals and outcomes.

Review of RFP for marketing/logo development

Erin presented a draft version of an RFP for only logo development. Discussion ensued about the best way to move forward in hiring a marketing firm. Erin will draft a request for qualifications to include an RFP for both a Logo/Identity as well as a marketing plan/proposal and cost estimate for promoting the entirety of tercentennial events. We will set the budget for this at \$5000-8000. The timeline is to accept proposals through August 1 and have a logo/identity ready for use by October 1.

The committee felt it would be extremely beneficial to have a presence at the polls in November, including a handout or even souvenir item for sale to begin raising funds and generating interest.

Discussion ensued over important concepts to consider when creating the logo including that Falmouth was the first town and was chose for its magnificent bay and the rivers which flowed into it—in short, its proximity to water was the key reason Falmouth was established. Erin noted we would be able to meet with the designers to inform their work in creating the logo.

Website update

Erin reported that she had discussed the website with Jennifer Phinney who informs us that we can house the Falmouth300 website on the Town's site at no additional cost. We will need to buy our own domain name at a cost of \$30-50 per year. The company that design's the town's website can upgrade the page and provide some design services at no cost. If we choose we can enhance the page even further at a cost of between \$950-1950. The committee thought this price was very reasonable but at this time felt the money could be better spent elsewhere rather than an enhanced website. It was noted the marketing firm and their promotional plans could guide this decision as well but overall this was good news for our budget.

History Project

Erin directed focus to the history project and suggested we make this a priority by setting up a sub-committee for a meeting in August. The initial task of this group would be to outline the scope of the history project. Marge will submit a list of potential participants. Erin noted that she and Jeannie have been working on a grant for \$1000 to Historic New England to help cover the costs of digitizing the oral histories in the Falmouth Historical Society. Erin will continue to seek out additional grant opportunities

In addition, Theo has asked Marge to work on a project to identify the locations portrayed in the mural on display in Town Hall and attempt to discover who created them. Theo would like a pamphlet to go along with the murals. The mural also could use some conservation work. Marge noted that it is a great representation of the most significant buildings in our town's history but the buildings are not labeled. One idea would be to have an iPad kiosk or station in which visitors can tap on the image on the iPad and pull up corresponding information. The committee agreed this was an ideal project for the tercentennial.

Mayer is planning on going through town reports held at the Library to extract items related to the governance of the town to create a calendar or timeline the history of town governance.

Marge reported that Stephen Merrill had gotten in touch with her. His great-great grandfather Alfred Merrill ran Falmouth Manufacturing Company and kept a journal over 34 years of his life and work in Falmouth.

Reconnecting with constituent groups

Erin will draft an email update to send out to stakeholders via email. The committee determined that continuing one-on-one meetings and conversations was more beneficial than hosting an additional meeting of these groups. The committee felt that organizing a volunteer fair to be held in October at the high school would be a great way to engage all non-profit and service organizations in order to begin working collaboratively in advance of the 300th.

Other Business

Joel presented an idea to work with the American Radio Relay League, a group of amateur or ham radio operators. Joel proposed holding a special radio event in conjunction with a 300 event in which these radio operators broadcast live worldwide. Joe Blinick who lives in Falmouth would be the contact and

help to organize if we are interested. The committee agreed this could be a really fun addition to our Homestead Day event.

Next Meeting

The next meeting date was set for Thursday, August 4 at 3:00pm. This is a return to our regular first Thursday of the month meetings.