

# Tercentennial Planning Committee

## Minutes

March 2, 2017

### Attendees

Members: Sandy Couch Kelly, Carol Kauffman, Joel Glass, Jeanne Madden, Maria Kuhn

Staff: Erin Cadigan, Melissa Tryon

Council Liaison: Caleb Hemphill

### 1. Approval of Minutes from January 5 Meeting

Minutes were approved as written.

### 2. Revisit Event Schedule—Memorial Day Weekend/Old Home Days Discussion

#### Action: Confirm date for Old Home Days

There was discussion around combining the street dance with the alumni reunion in August. Carol thought they could have tours at the historical society after the reunion, and then an evening lecture. Her rationale was that it would give the Society exposure; scripts for both tours are already written and could be edited to show current improvements to landmarks etc.; and currently there is little outside lighting at the Museum. Jeanne was concerned with attendance at a street dance in August.

The committee discussed events on Memorial Day. Erin discussed holding the events with a military focus in order to honor the holiday. Joel mentioned that a member of the Maine National guard command staff is an historian and could give a good lecture.

Jeanne moved to set the date of the Old Home Days celebration for Memorial Day weekend 2018: May 25-28, 2018. Carol seconded. The date was approved unanimously.

### 3. Update on website and "launch"

Erin distributed a printout of the website prototype. She said that it would likely be launched this April. The committee discussed options for the launch. Carol mentioned maybe doing something in conjunction with the egg hunt at the Falmouth Congregational church on April 15. Erin will look into getting stickers with the logo on them to put into the eggs. The committee discussed whether there were any other egg hunts in town.

### 4. Grants Program

Erin handed out the draft guidelines for the grant program. The goal is to help organizations offset the cost of any tercentennial related event they might host. The committee discussed the maximum amount per grant and whether the limit should be \$1000 or \$2000. They decided on a \$2000 cap. The committee set the deadline for applications for June 16. The full committee will meet in the week following the deadline to decide on recipients.

The committee discussed who would be eligible for these grants and agreed that they should be awarded to non-profits and not commercial entities. They discussed and made adjustments to the application.

## **5. Partnership Application/Agreement Process**

### **Action: Determine and approve application process**

Erin handed out a draft of the partnership application form. This is for organizations that want to hold events and use the tercentennial logo, branding, etc. It could also be for those who wanted to make items with the event logo on them and sell them, with the Town receiving a cut of the profits. An entity could be a partner and also apply for a mini-grant.

## **6. Mission Statement**

The item was tabled until a later date.

## **7. Sub-committee Assignments**

### **Action: Make sub-committee assignments and set sub-committee meetings as needed**

The following assignments were made:

- History: Jeannie, Carol, Marge
- Outreach: Maria, Candice, Jeannie
- Old Home Days: Sandy, Joel, Caleb
- Incorporation Day: Carol,
- Fundraising: Jeannie, Ellen
- Volunteer recruitment: Candice, Maria, Sandy

## **8. Other business**

Erin said the Town bought a membership in the Convention and Visitors Bureau for this year to help with event promotion. As a member, the Town will be listed in the CVB directory that will be out this spring; will be able to put rack cards out at the Oceanview Gateway Terminal; and event details can be listed on the CVB website. The Town can also buy ads in the directory and website.

Carol asked about the joint meeting of the ministers. Erin is still trying to connect with them; she will try to be on the agenda for their April meeting.

Erin has met with all the school principals and Dede Waite. Ms. Waite is already planning an event, perhaps for the first weekend of December.

## **9. Next Meeting Date**

- **April 6, 2017**

## **10. Adjourn**

The meeting adjourned at 4:15 pm.

Minutes prepared by:  
Melissa Tryon