

Tercentennial Planning Committee

Minutes

April 6, 2017

Attendees

Members: Sandy Couch Kelly, Carol Kauffman, Maria Kuhn, Candice Powers, Ellen Snyder

Staff: Nathan Poore, Erin Cadigan, Melissa Tryon

1. Approval of Minutes from March 2 and March 23 Meetings

Ellen moved to approve the minutes; Sandy seconded. Minutes approved unanimously.

2. Update on website and “launch”

Erin showed everyone the website demo. Her goal is to go live on Friday, April 15, ahead of the Easter egg hunts. She ordered 500 paper bags with the Falmouth300 logo to hand out at the two egg hunts.

3. Sub-Committee Activities

- **Fundraising**

Erin, Jeanne and Ellen have met. They are asking for \$15,000 for the major sponsor. They need to research whether a business logo could be placed on the Route 1 banner. She outlined the amount of advertising and exposure the full sponsor would receive. It is a lot.

Ellen said they are proposing a program guide that would be mailed out. The budget was \$15,000 which would mostly be covered by ads; they are currently looking at a cost estimate of \$10,000. They discussed some of the items that would be included in the booklet. It would be a glossy magazine. They are working with Dependable Layout & Design from Saco, Maine. They met with American Business Solutions, a promotional products company that can host the online purchase of promotional materials: taking orders, processing payment and shipping the items out. They would cut a check to us periodically. Certain items would need to be ordered ahead of time, but all the embroidery items they will make as ordered. This would eliminate the need for us to have inventory.

- **History Committee**

This committee hasn't met lately. At their last meeting, they determined that the book will not be available for Very Merry Falmouth this year but it will definitely be available for Old Home Days. Erin is excited about the book's quality and content. They can provide the cover and some sample pages for promoting it before it is done.

- **Outreach**

This committee has not met yet, but will meet soon to discuss the Facebook page.

- **Old Home Days**

Erin thought they need to meet soon to discuss and reserve the things they want i.e. bouncy houses, bands, rock wall, etc. She thought they could get people to come to a brainstorming meeting. Carol and Erin are going to meet with Dave Gagnon in May to talk about the alumni picnic.

4. Upcoming events

- Easter Egg Hunts
- Little League Opening Day
- Wellness Festival
- Others?

The “soft launch” of Falmouth300 is scheduled for the Easter Egg hunts at the Congregational Church and the country club. Erin is ordering rubber bracelets for little league opening day and has an application for the elementary school wellness fair to have our logo on the t-shirts.

Erin spoke with Forecaster but she wasn’t clear on what they are willing to do for us. They are willing to be a partner/sponsor, but they didn’t discuss money. Erin and Melissa will work on the Facebook page and get it up and running. Carol suggested a slide for cable channel 2 and a rack card at local businesses and churches. Erin wondered about having a presence at the Memorial Day parade this year; the committee discussed providing reusable bags with the logo and website on it for people to put their parade candy in. The committee discussed walking in the parade and ordering a banner for it.

5. Mission Statement

This discussion was tabled.

6. Other Business

Erin and Carol will meet with the pastors in May.

Erin met with the fireworks guy and they looked at the site at Tidewater and Legion Field. He said Legion Field would be a great location. People would be able to see from all over Route 1. He was willing to kick in \$1000 worth of fireworks as a sponsor. She spoke with Townsquare Media and they would be willing to do a remote broadcast for the fireworks. She met with the department heads about putting decals on the town vehicles.

Ellen asked about the Sea Dogs and Red Claws promoting events. Erin said the Sea Dogs have been in touch with her already. She spoke with the Director of the Land Trust who said that everyone wants to do a concert at Hurricane Farm so that is a possibility. Erin said there used to be dances held twice a month in the 1950’s in Falmouth by the “Hi-Fi Club”. She suggested the Historical Society hold a Hi-Fi Dance at Lunt at OceanView – she thought they could get great attendance.

7. Next meeting Date

- May 4, 2017

8. Adjourn