

Tercentennial Planning Committee

Minutes

June 1, 2017

Attendees

Members: Carol Kauffman, Maria Kuhn, Candice Powers, Ellen Snyder, Marge Devine, Jeanne Madden, Caleb Hemphill

Staff: Erin Cadigan, Melissa Tryon

1. Approval of Minutes from May Meeting

Minutes approved as written.

2. Sub-Committee Activities

- **Fundraising**

Ellen and Erin are going to meet with Oceanview. Erin has tried to meet with branch managers at the banks, but is having a hard time. There has been a lot of turnover. Everyone she has met with at the local businesses has been very open and friendly when approached about partnership. The Forecaster, the pyrotechnic company, Townsquare Media have all offered to be involved. There is also a Falmouth/Cumberland Links publication.

- **Outreach and Engagement**

This committee met last week. They discussed Facebook and how to spread out the work, and space out the content. They have posted Facebook ads which are driving some traffic. Maria is going to work on a "faces of Falmouth" series with a picture and short blurb about different residents. They also discussed having some historical reminiscences. Jeanne talked about getting an artist to do a "pictures of Falmouth" series or other art projects. Erin will look into setting up a Fitbit group for the 300th mile challenge. One of the banks did it, and got free/discounted Fitbits for signing up. Instead of doing "donate 300 of something", she thought about pairing up with the banks, who often do food/clothes drives. One month this bank aims for 300 boxes of cereal, the next month another bank does 300 articles of clothing, for example. Erin generated a partial list of "300 things to do in Falmouth"; suggested doing a checklist and submitting it after completing 25 for a prize drawing once a month.

- **Old Home Days**

This committee couldn't find a time to meet this month, but will try again in June. The goal is to meet with the list of people that have expressed interest in volunteering and do some preliminary planning. Some of the items such as bands, tents, rock wall, etc. will need to be booked soon.

- **Alumni Event**

Erin and Carol met with Dave Gagnon; the 2017 event will be on August 9 and he has 58 people signed up to attend so far. They usually have about 150-200 and they can't get much bigger since there isn't a venue in Falmouth; they are meeting in Gray as it is. They talked about setting up a tour of the schools or open spaces, perhaps with busses from Community Programs and/or Oceanview. He said that most of the attendees are local. They had discussed holding the street dance in conjunction with this event, but location is an issue and the event is always held in August. The committee discussed holding the street dance at Village Park, perhaps in conjunction with or instead of one of the Monday night concerts. They discussed whether they could use the ice arena. Erin will discuss this idea with Lucky. She considered asking Family Ice about sponsoring this event, as well as

Staples, Rivalries, Flagship Cinema, and/or the other businesses in that area. The committee discussed what night of the week to hold this event – Monday, Wednesday, or Friday.

3. Events

- Wellness Festival – May 21
- Memorial Day Parade – May 29
- Polls – June 13

Erin gave a report on the recent events. The Wellness festival was well attended but not well organized. The booths were on the other side from the kid events, but despite that our booth got some traffic. She got to talk with people and it was good exposure. The table at the Memorial Day Parade got much more traffic and interest. Erin got several people to sign up for emails for volunteer opportunities and take information. She had a sign-up sheet for volunteers for the table at the polls.

5. Other Outreach

- Church Groups
- Tall Ships
- Seadogs
- News Coverage

Erin and Carol met with the Congregational Church's board and talked about the grant program.

Erin met with Tall Ships Portland; they really want to bring the ships to Falmouth, that Memorial Day Weekend was a great time to do it, and they could get volunteers. Unfortunately, the Harbormaster was concerned with parking, draft for the ships, and crowd control. Erin was concerned that it would be such a huge draw that it would pull away from the 300th event. She went back to them to brainstorm some other ideas and they will get back to us. She said they might have some ships moored out in the harbor, with tickets sold for tours. The boats could take 100 people or so. The Harbormaster was interested in having some kind of family event at the Harbor, perhaps with food trucks, the police boat, water sports/fishing lessons, etc.

Erin met with the Sea Dogs about doing a community night at the ballpark. They would like to do it during the school year. The town's choral group could sing, the bands could play, a citizen could throw out the first pitch, local police/fire could be the honor guard. They would offer the tickets to the groups, and the local groups would sell them for slightly more as a fundraiser. The committee discussed how to schedule such an event, including month, day of the week, and time. The schedule for next year will be published in July; they start promoting it in September.

Erin asked for committee members to sign up to contact different non-profits about the grant opportunities.

6. Other Business

Jeanne said they had a meeting about the lecture series; the library is heading up the project. They have met with several organizations on setting up a series of events and looking at the history of the town from an environmental standpoint. They are looking at different types of events, instead of just lectures. They are hoping to get a couple big speakers. Ellen said HM Payson is interested in being a sponsor of this project and would like to make one speaker a really big one. They have done this before in Portland and they are not opposed to doing dance or a production. They have a marketing committee that would

be able to help. She said this has been a good opportunity for these similar groups to coordinate and the idea of the event is growing. They are hoping for one event a month, with three big ones and some smaller ones. They would be hosted all over the place. They thought about highlighting an organization at each event. The goal is to keep the events free, but they may have to charge for a big speaker.

Erin met with the man from the webstore, and she showed the committee some of the items available. The webstore will only offer embroidered items and could be up in a couple weeks. People can order over the website and the company will ship them out. We will receive 20% of sales. Erin said they will also order 300 t-shirts to sell; the committee discussed where and how to sell them along with the other items (mugs, magnets, etc.). Erin talked about selling them at local businesses; the town would order the items, sell them to the businesses at a small profit, then the businesses would mark them up further. She wondered if restaurants would order the coffee mugs to use themselves. She was worried about keeping the businesses supplied with the items. She thought they need a volunteer with experience in inventory. It would cost us \$60/month to host a website to offer the non-embroidered items. Erin said we can sell at Very Merry and the Memorial Day events; Carol said the churches might sell stuff at their fairs.

Marge asked about Theo's project; Erin said he didn't get the grant funding but she hasn't had a recent update. She will check in with him.

Marge asked about potential legacy projects. Erin said that Kimberly Darling is looking into some beautification projects. She is talking to Town Landing about some interpretive panels and the donation drives are going on as well. She hoped that someone would come forward with a suggestion for a project with a grant application. Jeanne talked with a group that does grave rubbings about doing something, perhaps rubbings along with cemetery tours, lectures, and cemetery clean-up. Erin said there is some discussion about the garden club doing a landscape plan for the Historical Society.

7. Next meeting Date

- June 29, 2017

8. Adjourn

The meeting adjourned at 4:30.

Minutes prepared by:

Melissa Tryon