

Tercentennial Planning Committee Meeting

November 2, 2017

Attendees:

Committee members: Jeannie Madden, Maria Kuhn, Candice Powers, Ellen Snyder, Joel Glass, Sandy Couch-Kelly

Staff: Erin Cadigan, Melissa Tryon

1. Approval of Minutes from October 5 meeting

Ellen made an amendment to the minutes. Jeannie moved to approve the minutes as amended; Ellen seconded. Minutes approved as amended.

2. Sub-Committee Activities

- **Fundraising/Sponsorships**
 - Presenting Sponsorships – everything has been sold. We discounted the fireworks sponsorship for this year, since they were so close. Tyler took this year; Bangor Savings took next year. Stantec picked up the lecture series. Need to finalize the ad with Town Landing Market.
 - OceanView Outreach – Joel reported that the ad went in the newsletter and there was a good response.
 - Ad Sales – at this point we've sold over \$12,000 and \$43,000 in sponsorships. Those numbers may be slightly higher; Erin thought Joline hasn't updated the report recently due to the power outage. Ad sales ended yesterday.
- **Old Home Days**
 - Next Meeting Date? Erin will set a planning date in January.
- **History Project**
 - Exhibit – Erin showed samples of the exhibit panels. Once complete they will send them to the vendor in MA for printing.
 - Lecture Series – We received a grant from Maine Humanities Council for \$5000 and have another application in for \$5000. Richard Blanco has confirmed to kick off the series. There are 12 confirmed events including speakers, events and workshops as well as lectures. There will be a rack card as well as a flyer to promote the series.
 - Tours – there will be one self-guided tour in the programs, and Betsy-Jo from the Historical Society is working with Community Programs for two other tours.

3. Events/Activities Update

- **Program Guide**
 - Discover/Explore300
 - Fit/Move/Walk300
 - Donate300

Erin has been working on logos for the challenge events and wanted feedback on the names. The committee liked 'explore' instead of 'discover'; 'move' instead of 'fit' or 'walk'. They talked about how to track the activities people are doing, who would administer the program, how people would report their activity and how to keep people engaged. They talked about changing the Explore 300 into just a list of 300 things to do in Falmouth, and not a challenge to do 300 different things. The committee wanted to keep a prize for the Move300 with people submitting their mileage/time monthly. Erin sent the Donate300 promotion to the chamber to have a different business collecting a certain item for that month. So far, seven have signed up. Ricetta's is going to collect pasta and sauce, for example. The Town locations could be a stop as well.

- **Very Merry**
 - Fireworks
 - Hockey
 - Races and Tent

Fireworks are at 6pm. Erin and Melissa will send a mailing to the neighborhood around the Legion to alert people. Maria said there are a couple boys hockey scrimmages scheduled for that date, as well as the Boys JV hockey game. She will finalize the game and time with the school. Races will benefit the library and the Friday night tent will be a family-friendly event.

- Election Day – the committee will have a table that day. The committee discussed who might be available to staff the table.
- Volunteer Fair – scheduled for Nov 12. There are 17 groups confirmed, with a couple still pending. Erin opened it up to a few groups from out of Falmouth that were interested; she felt it was important to have a full room. She would run the event, but it would be helpful if there was someone else there from the committee.
- Merchandise – Merchandise has been ordered for the sales table at Very Merry. We can't do credit card sales at the table and we will have to issue detailed receipts. There isn't a lot of merchandise so far; if there is a lot of demand we could reorder to have a pop-up store at town hall the week of Christmas.
- School Board Meeting – the meeting went well. The board didn't have any questions. we did have some specific asks but they didn't commit to anything.
- Falmouth Night at the Ballpark – the elementary school PTO has expressed interest in promoting and benefitting from it. They have penciled in the date of May 12, 2018.

4. Other Business

- New Partner Application – Erin received a new partner application from an author. He has a book about the stagecoach in Maine from the revolution to the advent of the train. It addresses taverns and stops in Falmouth. The committee discussed putting him in touch with the historical society and the library about doing a book talk. This book is more state focused, and not Falmouth focused. The intent of the partnerships was to partner with Falmouth centered work.
- Candice said they talked to Holly about volunteers for the hot air balloon and she said she would do it. They also talked to National Honor Society and they will provide people for the neighborhood dinner. She emailed Carrie Aube about Falmouth's Got Talent, but she hasn't responded yet.
- Sandy hasn't received any response about skate night. Erin took it off the list.
- Sandy said Sebago Brewing Company was curious about what we wanted – re-labeling an existing beer or making a new brew. He also wanted to know when it should come out and where it would be sold – served at restaurants, sold at the local stores. We can't serve it at any events on town property. Joel wanted an original beer and talked with Flight Deck Brewing; they are willing to do it. They could come to any event and set up the booth and sell the beer. They would use it as marketing for both us and them. The goal would be for beer editors in the media to review it. They suggested rolling it out in batches over the course of the year. Erin asked for written proposals from each brewer and the committee could review them at the next meeting.

5. Next meeting date

- December 7, 2017

6. Adjourn

The meeting adjourned at 4:27 pm.

Recorded by Melissa Tryon