

Tercentennial Planning Committee Meeting

December 7, 2017

Attendees:

Committee members: Marge Devine, Jeannie Madden, Maria Kuhn, Candice Powers, Ellen Snyder, Joel Glass, Carol Kauffman

Staff: Erin Cadigan, Melissa Tryon

1. Approval of Minutes from November 2 meeting

The minutes were approved as written

2. Sub-Committee Activities

- **Fundraising/Sponsorships**

- Program Guide

Erin reported that we have taken in \$69,500 in sponsorships and ads sold. The budget was \$33,500. The program guide is being produced and a draft should be available in a few days. Ellen would like to send a calendar at the end of next year with a list of the events from the previous year as a “year to remember” if we can raise the money for it. She was willing to fundraise for it. There are 5570 addresses for a saturated mailing, and the program guide will cost 31 cents each. It would cost about \$1 each to produce the calendar, and it would cost about 23 cents each to mail them. The program guide is going to cost slightly more, since it is slightly bigger than planned. 6250 pieces would cost \$9645, and 7000 pieces will cost \$9771. They are well within the budget. Erin thought there might be more businesses that missed out on advertising in the program guide. She thought there was an opportunity for a sponsor for the Move300 program.

The committee agreed to support the idea of the calendar project, based on the availability of funding.

Ellen said the program guide is scheduled to mail the second week of January.

- **Old Home Days**

- January Meeting Date?

Erin said the Old Home Days committee will start meeting monthly in January. The committee includes Sandy, Jeannie and Joel.

- **History Project**

- Exhibit

- Event Series

Erin said the exhibit was launched at Very Merry in the tent and it worked out great. It looked nice and people were reading it. It is at Town Hall now through January.

The event series will launch on January 16 with Richard Blanco speaking at the school. Carol will promote it at her church, and Erin will do advertising. Jeannie is working on historians for the series, and the Audubon and the Land Trust are each going to do an event. Carol said the Skillins could do a talk about how they founded the greenhouse.

3. Events/Activities Update

- **Volunteer Fair**

Erin said the volunteer fair had 16 community groups and 74 attendees. Jeannie felt it was good; those attendees were actively looking for opportunities to volunteer. She said it isn't a huge event, but it was successful.

- **Very Merry**
 - Event recap
 - Merchandise Sales
 - Fireworks

Erin said there were about 1000 people in the Shaw's parking lot for the fireworks. There was a lot of people in the tent afterwards. The crowd dispersed early; Erin felt it was older people and families with young children. The band was very loud. A lot of people were hanging out outside, so one idea is to expand the outside area. Jeannie suggested a local group, maybe something acoustic like The Flukes. Erin thought they sold around \$1300 worth of merchandise. Not being able to accept credit cards was a difficulty. The committee talked about when to sell merchandise; it will be difficult to set out all the items for each event.

Maria said Rep. Pierce and Sen. Breen are going to invite the committee to the state house in January to present a legislative sentiment.

- **Calendar of Events**
- **Website**

Erin said the calendar of events is now on the website. It is a full calendar. The website is updated.

4. Other Business

- **Beer Sales**

The committee talked about the idea of a commemorative beer. Beer cannot be sold on town property. Jeannie said Allagash agreed to review any offers that we get. Erin said Sandy spoke with Sebago and they are not able to do it. Joel emailed Flight Deck and is waiting for a response.

- **New Partner Application**

Erin received a new partnership application from Foreside Community Church. There is an abandoned cemetery behind the church and they want to rehab the cemetery with the help of local students, but there are stones that have fallen and they need equipment to raise them. They asked for a grant of \$1000 towards the \$3000 cost of raising the stones. Carol and Marge supported the grant request – it is an old cemetery and there are veterans buried there. Jeannie said all the old cemeteries could some help and she is creating a cemetery guide. She was concerned about re-opening the door to grant requests. Ellen, Joel, Candice and Maria agreed that the time is passed. Jeannie thought it was a great idea, and the church should pursue other grants. Shje will research local cemetery grant opportunities to pass along to them. The committee thought there might be a sponsorship opportunity for this type of projects. Erin suggested drafting a list of projects that need funding and putting it on the sponsorship page.

5. Next meeting date

- January 4, 2018

6. Adjourn

The meeting adjourned at 4:02 pm.

Recorded by Melissa Tryon