

250 Celebration Committee
June 10, 2014

All members present: Barbara, Stephanie, Jane, Carol Anne, Norman, Darren, Catherine and Carrie Dyer of Inn by the Sea was welcomed as a new member.
Staff: Michael McGovern

1) Updates:

- Letterhead. Carol Anne provided sample artwork. Discussion of logo placement, etc. Committee agreed upon a masthead concept - artrue to size as provided sample at upper left with committee members upper right. Consistent with Town's letterhead but without shading, adding a breaker line. Catherine to work on a mock up.

- Banners. Darren researched one provider. All weather material, 18" x 30", rectangular banner- no set up issue with regard to several images. \$2,300 for 12.

Catherine will research with another provider.

Police Chief Williams provided input as to safety/drivers' visibility. He raised concerns about use of utility poles and advised the committee to explore with town official and CMP or consider other options.

Mike expected cooperation from city code enforcement but anticipated difficulty with CMP. He raised other locations in town that could be repurposed/replaced to reflect the celebration, i.e. Ft Williams, Welcome to Cape . . . all originally put in place as part of the "Main Street 90", as well as Community Services, Town Hall, etc.

Carrie suggested working with local businesses to display signs throughout town.

Catherine will reach out to CMP regarding signage on utility poles.

Mike relays that 2015 is also 100th anniversary of fire department and 50th anniversary of Cape Rescue.

Discussion of length of time to display signage. Perhaps as early as this November to be posted for 1 full year, or some for a shorter duration with others demonstrated on a more permanent basis.

- Portland Symphony, Ft. Williams Foundation and 250 Committee Partnership. Barbara met with Bob Ayotte, President of Ft. Williams

Foundation. He was very positive about partnership. Barbara and Catherine met with Cara Leopold, Karen Zand and Emily Garvin, and PSO Program coordinator. Discussion continued to be positive. Discussions included absorbed costs of \$60 - \$70K with significant sponsor participation.

Proposed date: August 29th with rain date of 30th; approximate sunset time is 7:22 p.m. that date. Mike would prefer all parking to be completed in the daylight.

Mike relayed town issues with regard to portable toilets, traffic issues, security and alcohol use, as well as the need to have permits to serve alcohol as well as post liability rider. Town Council would likely be willing to consider these issues.

Carrie indicated Inn by the Sea has alcohol issues covered and that costs can be offset with alcohol sales.

An orchestral piece can be commissioned for the 250th. Time frame for decision-making – end of the summer.

Sponsorships may include: prime seating, meet the artists, cocktail party in the Lighthouse at Portland Head (per Mike's offer).

Update: Theme for the evening- "A NIGHT AT THE LIGHT."

•Pond Cove School CEEF Grant/historic focus. Kelly Hasson, Principal, was awarded a grant to fund a Local Stories Project at Pond Cove by CEEF. Students research town history with field trips and interviews then prepare a performance piece and mural with professional artists. The mural becomes a permanent, public piece.

- 2) Report re Historical Society. Upcoming move- Mike advises the temporary location in Police Station will be ready by July 1. Assuming vote approval, permanent move would be in December.

Jane- Historical Society's annual calendar is in the works to be sold in community. Incorporate our dates? Society hopes to print this in December. Norman advises that tours (more than one on differing sides of Town) are in the works with 8 or 10 locations on school buses. 60 to 90 minute tours. Perhaps with no charge. Norman will continue to pursue with land owners (Tillie Kelley and the Hagens).

Catherine suggests cross marketing with Community Services' "Across Town" tours. Russell Packer is current director. Barbara will reach out to

see if he or his designee to join us at next meeting, particularly with timelines. Catherine will contact Janet Hoskins.

Other tours under umbrella of 250th, John Paul Stevens homes (connection -Paul Stevens, great grandson), Ft. Williams, CEEF Home Tour.

3) Ideas for a presence at the Strawberry Festival. Committee agreed premature for a presence but Historical Society will have a table with book sales. Print an approximately 8 x 3 foot banner with logo and "Coming in 2015". Set with garden stakes in a location near Historical Society's booth. Catherine will mock up with Spurwink Meeting House logo. Darren will work with Fast Signs on printing an "Easy Up" version (approximately \$350), and will hang it. Mike approves cost. Catherine will take it down and use it at Beach to Beacon events this year. Also Fire Station's Art show, Wet Paint, Town Hall, etc.

4) Ideas from Inn by the Sea to acknowledge the 250 Anniversary. Carrie very positive in terms of the Inn providing help with celebration(s). Has backing of marketing team – 2 nights for \$250, and chef is very interested cocktail reception on Sunday, November 1st. She recognizes the Inn would receive a lot of local interest, and they are very comfortable with this as it is a quiet time for the Inn. Perhaps kick-off "Town Social" on Saturday, November 1, 2014 with Cocktail reception as conclusion. Offer was greeted with much enthusiasm!

5) Initial thoughts about event dates for next spring/summer/fall – Postponed for next meeting.

6) OTHER:

Next meeting- Wednesday, July 9, 2014. Plan to have letterhead complete, PSO update, light post update (input from town and CMP), and Historical Society to provide tour dates and info.

250 events? Perhaps reach out using letterhead to Town businesses for more ideas. Courier article? Barbara to contact them about upcoming coverage.