

250th Anniversary Committee

Meeting Minutes
September 23, 2014

Members: Carol Ann Jordan, Norm Jordan, Jane Beckwith, Stephanie Korupp and Barbara Powers. Mike McGovern attended as our staff rep.

Not present: Darren McLellan, Carrie Dyer and Catherine Adams.

NOTE: Darren's brother was undergoing emergency open heart surgery today. Our thoughts are with Darren and his family.

1. Review of the August minutes. Jane Beckwith noted ticketed dinner / gala dates Nov 1, 2014 (Saturday) and Nov 1, 2015 (Sunday). Barbara noted that Darren noticed that his last name was misspelled in the minutes and on the letterhead. All is fixed now!
2. Consideration of purchasing town center banners. Barbara surveyed street lights. There are twenty-four total, 11 on Route 77 and 13 down Scott Dyer. Six or seven would be ideal on 77 (from hairdresser to police station) and 6 ideal from library down Scott Dyer. Also one in front of Community Services on the taller street light. It's much taller but an ideal location. Four logos, so it was decided to order 4 of each or 16 total. This will cost approximately \$2,500, including brackets. Darren McLellan to investigate lead time needed for spring installation, and then work on the order. Carol Ann has a pen drive with all four logos to give Darren.
3. Update re town welcome sign – Darren not present to relay.

NOTE: Darren sent in the mock up which I will attach to these minutes. I simply missed this agenda item!! Sorry!! It's extremely well done and we should get it ordered. Please review and confirm unless you wish to discuss further. THX! B.

3. Update on "A Night at the Light," our joint venture with the Fort Williams Charitable Foundation re: hosting the symphony on Aug. 29, 2015 (rain date Aug. 30).

Barbara relayed the group's major concern in attracting \$50,000 in sponsorships. Full consideration was given to partnering with B2B for a same day event but concluded logistically not possible after a conference call with all parties, including town staff. Upon Dave McGillivray's suggestion, we next considered July 25, 2015 with rain date of July 26, 2015, as a B2B kick off (weekend before), hoping to generate more sponsor interest and also better position the event for

both warmer weather and a later sunset. We then received confirmation / go ahead from PSO, and FWCF concurred with this change. The 250 Committee concurs.

Barbara suggested the committee help fund a professional event planner to assist with attracting sponsorships and event management. Carol Ann suggested a percentage-based fee to be subtracted from committee's final donation, not to exceed \$2,500. The Committee concurs.

4. News from the Cape Elizabeth Historical Preservation Society.

a) Jane Beckwith relayed that Kelly Hasson, Principal of Pond Cove, asked for "Past to Present" history books for the 4th grade. Still waiting to make that formal connection happen.

b) Turkey Hill Farm Tea or Ice Cream Social, to include music, hand churned ice cream, old time games, etc. Meghan Wakefield has arranged events on site previously and is willing to arrange something for 250th. Committee would rather reimburse flat fee to help cover costs versus Meghan charging for parking per car. Committee willing to consider any date identified but weekend in June between Family Fun Day and Strawberry Festival would be ideal; alternatively August weekends are now open. Jane will relay this information to Meghan.

c) Norm Jordan reported the committee might face difficulty in confirming buses for town tours in April or May. Greg Marles, the school department's facilities and transportation director, was hesitant to commit, given spring sports schedules. Mike is willing to work with Meredith once dates are pinned down.

d) Norm also connected with Tilley Kelley with regard to Ram Island Farm / Sprague land access. Tilley confirmed her mother, Jeanette Hagen, is very much interested in considering access to her property for tour purposes. Materials are forthcoming.

e) In reference to October 4 tour and pancake breakfast, he further reported that the Lion's Club has confirmed partnership. Lion's Club to retain profits with the committee suggesting profits should be dedicated to historical use, i.e. maintenance of Bowery Beach Schoolhouse. It is estimated that a good turnout could be as high as 200 with sufficient advertising.

f) Jane Beckwith indicated that Barbara Powers will speak at the Monday, October 6 Historical Preservation Society meeting at 7:00 p.m. in an effort to highlight committee needs, and generate energy and commitment. Dorothy Higgins will confirm the meeting location soon, as the community center and fire station meeting room are both not available. New Public Safety building, High School library or Village Crossing meeting rooms were suggested spaces.

g) Mike and Jane provided an update on the Society's move to Public Safety Building; the space has been cleared and the process is nearing completion

h) Darren was not present to discuss the Maine Memory Network connection with the society's archives. We'll put it on the agenda for next time.

i) Need to confirm with Darren whether October 24, 2015 will be do-able for Ghost Stories with Historical Preservation Society per his offer!

5. Update re: Rotary and Lions Clubs – Barbara met with Kathy Cotter and Tom Myers of the CE/SP Rotary Club. They were updated about upcoming plans and they are considering collaborating with the committee on several ideas, developing their own activity, or potentially underwriting activities or events. They would also appreciate a speaker in the new year.

6. November 1 Open House at Inn by the Sea – Carrie not able to be present but she provided an email message about the November 1 scheduled open house to kick off the year. She indicated that music is near confirmation (Tom Snow Band). Her team's idea was that the Inn will be open to the public throughout the day with booths giving attendees information about planned events, perhaps time line, photos. They suggest a reception with trays passed from 6 – 8 pm, perhaps with a speaker (Jim Rowe has a light, fun 5 minute presentation already prepared that he might be willing to present!) followed by an overview of events to come, which Barbara is willing to present. Jane offered to make a hand lettered poster. Inn's Food and Beverage manager will unveil a featured cocktail to be on menu throughout the year – he is open to our ideas!

The committee's opinion was that we don't have enough time or clear info to present a series of booths. On the other hand, a CE Preservation Society exhibit with a few photos and/or artifacts and perhaps an information table about "A Night at the Light" would be possible.

A bookmark with timeline of planned events to tie in with History of CE book sales was suggested. Stephanie Korupp will prepare 100 with logo and "month of ---- and event(s)", ie. April and May 2015, Local Bus Tours, June 2015 Ice Cream Social, Family Fun Day, Memorial Day Parade, July "Night at the Light", October 2015 Pancakes and Tour.

It is anticipated that Carrie will promote this for the Inn with a Courier piece (perhaps by Ellen VanFleet, per Jane's suggestion) with an October 3 deadline for a time-sensitive issue. Committee to purchase small ad (1/4 page) in same issue with logo and "The 250th Anniversary Committee and Inn by the Sea invite you to . . ." Carol Ann will prepare.

Everyone is grateful to the Inn for this kick off event. A few more details are needed and it was suggested we meet next at that site to determine exactly what

will be needed from us for the November 1 event. Barbara will follow up with Carrie.

UPDATE: Carrie is very happy to host our next meeting at 5:00 p.m. on Monday, October 27 at the Inn. She agreed that a shorter open house schedule (perhaps 5:00-8:00) would be wise, with the light food and available beverages accompanied by music and informational materials plus a short presentation. She also said her publicist will take care of submitting an article to the Courier by October 3 with all the details, which will be mailed to me for comment as well. I will then share the article with Carol Ann so that the accompanying ad she is writing will be accurate. No need for Ellen to make contact! –B.

7. School news – Barbara

TEDx Conference Dec. 4: Jim Rowe has been willing to develop a presentation but \$800 would be required from committee for “speech coaching.” Given the cost, another suggestion was that the committee fund a 6-minute historical video (perhaps prepared by Cape graduates, the Campbell Brothers). Cape Historical Preservation could assist with their photo archives and short interviews with long time Cape family members (Jordans in particular) could be included. Committee concurs with Barbara pursuing the idea; it would provide an ongoing product for the committee to use at multiple events and also on the local access TV channel. Jim meanwhile could be an available speaker for clubs and organizations or other school events, perhaps even in introduction to the video. He is a gifted writer and has a great knack for this type of presentation. He will be asked to give his speech at the November 1 open house!

8. Treasurer’s report. Mike relayed \$25,000 was allotted through June 30, 2015; perhaps another \$10,000 in FY2015.

Where we stand:

- Graphic artist (\$250 invoice given to Mike)
- Cost of the blue banners (Catherine reimbursement – \$272)
- Cost of 12 town center banners and hardware (\$2227.71) – what would the cost be for 16?
- Cost for a video (+/- \$1000.00)
- Up front cost for event coordinator for symphony (up to \$2500)

The committee may be in the position to make a substantial donation to the cost of the symphony when all is said and done!

NEXT MEETING: Monday, October 27 at 5:00 pm at the Inn by the Sea.



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