

250th Anniversary Committee

Meeting Minutes
November 11, 2014

Members: Carol Anne Jordan, Norm Jordan, Darren McLellan, Jane Beckwith, Carrie Dyer, Catherine Adams (via telephone), Stephanie Korupp and Barbara Powers

Mike McGovern, our staff rep, was out of town.

1. Review and approval of the October minutes: Correction to Meghan Wakefield's last name. Otherwise minutes are approved.
2. Debrief of the November 1 Kick-Off Event at Inn by the Sea: The room and the ambience was terrific for our 70+ participants. Timeline Jane created was well received; intend to display, perhaps an expanded version, again at closing event in November 2015. Barbara noted a potential additional use in the spring for an Historical Preservation Society event in the Public Safety building or other town events. Slideshow, staff, refreshments and band were all exceptional. Mike may have a timeline from the town's 200th to help with next additions. Signature drink planned for final gala event, too – "The Elizabethan". Carrie, thank YOU and the Inn again for hosting this kick off event!
3. Welcome to Tillie Kelley representing the Sprague Corporation: Unfortunately, she was unable to attend. Norm will follow up and see if she'd be available for lunch with a few of us in December or come to the next meeting in January.
4. Review of the list of events and task assignments: Catherine relays that Ocean House Daycare has expressed interest. What does the committee intend to do in terms of a "call" for business involvement? Identified the need for a cover letter to be sent to all Cape businesses with blurb about "Night at the Light". Could Mike provide a list of all Cape businesses?

Jane provided a list of Cape organizations from 200th. Catherine suggested Turkey Hill farm for perhaps Farm to Table meal in addition to the planned ice cream social, and also said they would welcome a Beach to Beacon presence at Kid's Fun Run or Expo.

For daycares and private schools - do we want to offer something like posters, word search, mini lesson plan, etc.? Perhaps we could involve the day care centers in the Family Fun Day parade with a 250th float (Big Birthday Cake).

5. Review of status of banners and the welcome sign. Darren to clarify signage and hardware costs (estimate \$2,000). Signs are on the way but banners have not been ordered from Welch but they do not need much lead time. Welch is aware of hardware needs and has worked with the town before. Catherine noted photographs of signage are beneficial for publicity purposes. Darren will be sure we are notified when the signs are ready to be installed.

6. Update re: A Night at the Light: Barbara indicated the committee had a presence at the event but no financial commitments were made. Attempting to attract significant sponsorships (with goal of a minimum of \$40K). Intend to line up media sponsors to provide in-kind coverage. Ticket sales and host committee will make up the rest. She and Catherine will be working hard on this financial backing for the next two months.

7. Publicity:

-Carol Anne has been working with the Courier. Plan is to use the 4 logos and rotate running at least a small ad (2 ¾" approx.) in every issue (estimated cost \$400) to provide a constant presence until November of 2015. We will add additional press releases or articles when appropriate.

-Community Services Winter Brochure. May have missed this deadline but language is ready to go. Norm has had difficulty confirming bus services for April 28th, May 2nd, 5th and 9th (9am to 11am) tours. Catherine to send email tonight to Greg Marles. Norm will contact Community Services tomorrow to submit tour information for the Winter Brochure in hopes it can be included.

8. OTHER:

- The current list of events was distributed. Norm announced that he wishes to add a "Garden Event" for children to pick cut flowers in August and make "Tussie Mussies" (old-fashioned nosegays). Jane will approach someone to assist. Carrie indicated Darren, the Inn's head gardener, is also available. Will also arrange to hang banner during the event.

- Carol Anne said that Holly Reading is willing to donate a painting to help raise money for fireworks for the anniversary celebration. The committee has passed on a firework display for A Night at the Light due to parking considerations, although perhaps one could be incorporated for November 1. Barbara asked if Holly might be willing to donate a painting to help raise money for the symphony instead. Carol Anne will ask if she'd be open to other options.

Catherine indicated that we should not only consider corporate sponsors, but also resident philanthropy to help underwrite the symphony's cost. Please suggest potential donors!

•Next meeting dates: Many commitments but it appears second Mondays are best. All are able to carve out time for an occasional daytime conference call as needed. It was also decided to skip December since it's such a busy month and there isn't a time sensitive issue to deal with prior to January.

NEXT MEETING: Monday, January 12, 2015 at 7:00 pm back in Town Hall.

Hope to have a representative from Family Fun Day committee to join us at that meeting – Darren will reach out and invite.

Tilley Kelley is also invited, or can arrange an ad-hoc meeting before that date if she wishes.

Also the following Tuesdays were scheduled:

Feb 7, 2015

March 9, 2015

April 13, 2015

May 11, 2015

June 8, 2015

TO DO's from tonight's meeting:

Norm: Submit bus tour dates to Community Programs; invite Tillie Kellie to meet with us informally in December or at the January meeting.

Carol Anne: Finalize arrangements with the Courier for regular logo ads; reconnect with Holly Ready about her offer of a donated painting for one of our sponsored events.

Jane: Ask friend about helping with an August event for children at Norm's flower garden. Continue to help with contacting groups and organizations.

Darren: Stay in touch with Bob Malley re: the hanging of the new welcome signs so there can be a photo op and publicity; invite a member of the Family Fun Day committee to our January meeting; get in touch with Earle Shettleworth to firm up a date for the lecture he offered.

Carrie: Work on the Elizabethan! Also, contact Meghan about sending along photos from the November 1 event; check in with the Cape Business Alliance about their interest in partnering with us.

Catherine: Help confirm bus availability for the tours in April and May.

Barbara: Find someone with early childhood background to prepare simple lesson plans for the 250 celebration for Cape's nursery schools and daycare

centers. Also, get back in touch with the Middle School principal about connecting kids with an activity. (Photography?) Finally, correct letterhead once and for all and get the header and footer slightly lowered and raised so that print versions are completely printable and all names are spelled correctly.

Mike: Create spreadsheet of planned events so that in January we can assign oversight to various committee members; supply a list of local businesses for outreach purposes.

Steph: Thanks as usual for your comprehensive minutes!