

250th Anniversary Committee

Meeting Agenda
Tuesday, February 17, 2015

Members: Carol Anne Jordan, Jane Beckwith, Darren McLellan, Stephanie Korupp, Catherine Adams and Barbara Powers.

Member Norm Jordan and Mike McGovern, our staff representative, were unable to be present.

1. Welcome to visiting artists Holly Ready (painter) and Thomas Campbell (documentary film maker), and Night at the Light event coordinator Liv Vega. Randy and Cathy Blake, town residents and volunteers, also joined the meeting.
2. Review and approval of the January minutes.

The minutes were approved.

Jane invited Megan Wakefield to attend this or next meeting with regard to the Ice Cream Social. Nosegay event details till pending. Press release and community services submission (for events this Spring through early July) are in the works.

3. Treasurer's Report.

\$4,200 of our budget has been encumbered; still comfortably within planning expectations.

4. Discussions with our visiting artists:
 - a) Holly Ready – offer of a painting for fund raising purposes to support “A Night at the Light.” She is considering a landscape either of Spurwink River and marsh (from the bridge) or Richmond Island. Both would be highly desirable for their historic and visual appeal.

Marketing methods were then discussed:

- 1) “Bidding for Good” is a website for non-profit fundraising, online silent auction; \$350 enrollment fee, promoted through existing database(s) (PSO, Ft. Williams Foundation and 250th Committee). Also captures international art buyers. Bids are made online. Some nominal percentage (2-3%) is kept by website. Media partners (TD Bank, Maine Home and Design, MPBN and WCSH) are awaiting our event confirmation to begin

marketing push. Liv suggested other methods of marketing such as a display at major events (such as PSO concerts) with directions to the bidding link.

- 2) It was also suggested that a cooperative effort with CELT's "Wet Paint" event be proposed. If not available for bidding that day, perhaps on display only for "Bidding for Good" website. Barbara will approach Exec. Dir. Chris Franklin re this possibility. Randy Blake, former CELT executive board member, will join her.

The 250 committee was most appreciative of Holly's generous gift!

- b) Thomas Campbell – discussion regarding documentary film. Coordinate the "premier" event (to be held in Town Hall with food and beverages) with other "kick off" events i.e. hanging of the banners, all on Friday, May 1st. The plan is for a linear story/retelling of the town's history based on the historical society's book, beginning with the settling of the Cape to the present, using pictures from the Historical Preservation Society, resident interviews and recently shot clips of iconic Cape locations. Also may reach out to Maine Historical Society, which has several Cape-related artifacts in their collection. CDs of the documentary will be made available for wide viewing, and the documentary will also be shown on the cable access channel.

NOTE: Any further ideas for Thomas re interviews or special artifacts to include? Please email him! Barbara will include a mention in the press release as well so all Cape families have this invitation to help.

- c) Update on "A Night at the Light" – Liv Vega. She described the proposed PSO concert on "the Green", from 6:30-8:00 pm, bring your own picnic dinner. Still in the fundraising phase, hope to complete by mid-March. The "250 Circle" – 250 members, \$250/person VIP tickets that include summer soiree from 4 pm to 6 pm on Battery Knoll, parking, box dinner, VIP lighthouse tours, and priority seating. General tickets - 3,000 tickets at +/- \$20 each – plus corporate sponsors and ad sales. The committee's current goal is confirming 90% of the corporate funding budget in order for the event to be a "go." 250 circle and ticket sales will cover the rest of the cost of the event. A portion of the proceeds (essentially any funds raised over the event costs) will benefit the Ft. Williams Children's Garden. Ideas for the event's program – not just ads, intend to also include "stories" on town history, Holly's painting, etc.

5. Submission to the Cape Community Services program brochure:

Barbara explained that the deadline was the previous Friday, so she shared what she submitted for the months May through August to cover

Spring/Summer planned events. A copy was distributed for committee's comment and consideration. (See attached edited listing.)

NOTE: Barbara submitted the revised list to Russell Packert at Community Services that evening in hopes the edits could be included.

Stephanie will confirm May 8 date for Artist in Residence final event and mural unveiling. A slight date change can easily be publicized.

6. Review of complete list to date and designation of point person.

Having run out of time, all committee members are to consider which event(s) they are willing to lead/coordinate. This list will be formalized at the March meeting.

7. Remaining events to consider and/or develop:

- a) Ice cream social: Kathy Blake to confirm with Megan Wakefield the June 20th date. Turkey Hill Farm will organize, the committee to cover cost of food products needed and help recruit volunteers if needed.
- b) Square dance: Barbara to explore the offer she received via email.
- c) Farm to table "Harvest Supper" for September: Possibly a cooperative event with the Cape Farm Alliance with financial support by the Rotary? Carol Anne will bring the proposal to the Farm Alliance meeting the next night. Jane has connected with Cathy Cotter and Barbara will reach out to Anne Swift-Kayatta to investigate possible Rotary involvement.

8. OTHER:

Need to create/maintain linked webpage from town's website for committee events and a detailed calendar with last minute information.

Barbara to write press release.

Next meeting dates:

Monday, March 16. Agenda to include final comments on street light banners and the separate event banner (Darren), and Night at the Light update (Barbara and Catherine) plus determination of a point person for each event.

Monday, April 20

Monday, May 18