



150th Celebration

Steering Committee Meeting Minutes

Public Steering Committee 6pm at Library

December 19, 2018

- New Years Auburn (Sabrina/Allyson)
 - Written Report
 - Everything is coming into place
 - Logistics meeting this week
 - Auburn 1969 Ale will have a tasting next week, Jason will send out this info for the Steering Committee to attend
 - Back up plan if weather is in place, 9am Monday decision
 - Looking at planning for next year

- Birthday Party (Mamie/Tizz)
 - Written Report to come
 - 16 Cake sites confirmed, putting together a list with number of cakes needed
 - Save the Date will be coming out soon
 - Birthday Babies born on 2/22 will get free summer camp for life, onsie, beanie. Marketing Pitch the week before
 - Rabbi Dresdner will perform and Library which will also have Story Time, Cake, and then Farmers Market
 - Working on updating the website
 - Boston Cane was mentioned – Oldest citizen in Auburn 2/22
 - Ring all bells at Noon – Churches
 - Mayor is working on Elected Officials support

- Memorial Day Parade (Jody/Alfreda)
 - No report, Meeting in January

- Alumni Weekend – Come Home Auburn (Rita/Celeste/Stephanie)
 - No report – Meeting Jan 28th
 - Community Credit Union
 - Lost Valley
 - EL AD
 - Senator Collins would like to be apart

- Art Show (Anita)
 - Written Report Provided
 - Memorial Day in Edward Little Park in front of CLT
 - Juried Art Show along with Venders in Park
 - 100th Celebration of Maines victory in WW1 parade in Auburn
 - LA Arts is helping with local artist
 - Student Section for EL students

- Historical (Rachel)
 - Written Report
 - Cleaned up the list of committee members
 - Need to get a calendar of exhibits together and on the website
 - Suggested to try and get Museum in the Street in by Memorial Day
 - National Historic properties tour will work with GIS and create a storymap tour
 - Jason is connecting to Northeast Charter for Trolly rentals
 - **Do we need an official video/photographer**
 - Budget request of \$2,500

- Schools (Celeste/Stephanie)
 - Friday before Birthday celebration some kind of idea, it is winter fun week at the different schools
 - Float in parade (1 possibly 2) and Marching Band, Colar Guard
 - Working on History of Washburn
 - Can the students do research paper on mayors of auburn so Jason can make a self made book on all the mayors of Auburn for the Time Capsule.
 - Big THANK You to Larry for making the fliers!

- Sponsorship/Budget (Jason/Sabrina)
 - Jason and Marc Gosselin have developed a Marketing and Sponsorship plan
 - Need a clean YTD expense report
 - WGME and Non TV promotions, Maine Tourism websites, Local Papers
 - Looking to make 5 more commercials for various events blended with Auburn Brand
 - THEME: Connections and Connectivity is a common theme

- Side Event Chairs Needed
 - Dine in Auburn Week – Brett in Eco Dev (ask)
 - Earth Week in Auburn - Shelley from ALT and Neighborhood Watch Groups (ask)

- Healthy Month – Wellness Committee will take on the staff support Work with School Wellness Committee (Mike Davis and Michelle)
 - The Civil War Christmas
 - Blues Festival in Festival Plaza during Dempsey weekend
- Website, Online Store, Bricks Updates will be provided at the next meeting.