



## BIRTHDAY PARTY COMMITTEE MEETING NOTES

Wednesday January 16, 2019  
AUBURN HALL 12:15-1:30PM

### Roll call:

Present were Sabrina Best, Haley Warden, Jason Levesque, Tizz Crowley, Carol Mashaw, and Mamie Ney.

### Activity since last meeting of December 18, 2018:

Haley reported an invitation and toothbrush flyer would be prepared. Maple Way Dental is one of the major sponsor of Auburn's 150<sup>th</sup> celebration year. They are proving toothbrushes for all the children.

On Friday morning, February 22, 2019 at Auburn Hall, the Mayor will host a kickoff event. The community will be invited to attend this program and then enjoy cake.

### Staff Report: Haley Warden

The Governor has been invited by the Mayor. Mamie was to reach out to Barbara Trafton in hopes she and the Governor will visit Auburn on its birthday.

The Mayor will follow up with Communications Director Liz Allen regarding his visit to business locations that give away birthday cake the business provides.

Video messages are being planned from Senator King, Senator Collins, Jared Golden, and Ned Claxton.

Tizz reported that Larry Gowell, Auburn resident and former NY Yankees ball player, will sing "Happy Birthday" for video recording. He is also willing to sing in person and to provide a patriotic song, the National Anthem or Good Bless American, for the day as well.

Colby from Praxis will collect video recordings and may do the edit depending on costs and our budget.

Tizz will get Haley contact for Danville grange.

The Mayor and Haley provided some information about the Happy Hour/Dine Around option for Auburn's businesses. Hopefully there will be a couple special Auburn Birthday cocktails created. An update will be provided at our next meeting.

Haley will need to reach out to Rolly's Diner and see if they want to be part of the Dine Around group or a traditional cake site.

It is very important this day's events get lots of promotion early enough for people to plan to attend. There will be an invitation from the Mayor (done in 1869 style) which can be posted, printed on paper, and resent by many. This is expected to be completed for distribution on January 22, 2019- 30 days before the event.

A concern was expressed about the need for promotion of the event. There has not been any, and the original schedule of publicity and promotion was sent aside by staff.

Mayor Levesque assured the Committee there would be "commercials" and other public notices, including press releases. One of the releases will be about the Mayor's visits to business cake sites where the business has provided birthday cake. The Mayor is excited to celebrate Auburn's day.

## **Event elements:**

**Birthday singing-** Mamie will reach out to the ELHS Chorus. Larry Gowell, who has agreed to sing, will be a big hit for the community. He has an excellent following.

City still needs to confirm recording song, schedule, location, etc.

**Birthday babies-** Haley started list of OBGYN providers and Tizz updated some of the information. Tizz also suggested the practice managers receive a letter so they can follow up with providers. Family Medicine and Pediatric providers should also receive the notice about birthday babies. They may have these children as patients. This group should get the first letter closer to the event date.

Haley will prepare and distribute a letter needs specifics including dates, etc. about the Birthday Baby plans. The letter should go out by January 22<sup>nd</sup>- one month before the event. This would make a great press release topic. In case we missed a provider, a second notice will be put out on Feb 22<sup>nd</sup> again.

**Shared Birthday people celebrated-** Carol Mashaw explained her idea that we have an "Auburn 150<sup>th</sup> Birthday Celebration" frame. It would be set at WLU on February 22<sup>nd</sup>. People with Feb 22<sup>nd</sup> birthdays and anyone else would come and take their own photos using the frame. We'd ask people to send copies to Auburn for posting on the website.

Staff needs to provide instructions on how to send photos of the day's activities. Ideally, we'd have photos from every cake site.

**Story Hour-** Mamie has done a great job, the library will have a fun birthday-themed story hour and will be a location for serving cake. In addition to the morning cake hours, any leftover cake from other sites will be used at the library that evening for the Indoor Farmers' Market. This is a well-attended fun event. It is great to have the library site for the evening.

**Card Making-** On line registration needs to be ready so Auburn residents can get an early option. Haley will work with the Recreation Department for this on-line option. Give Auburn residents at least one week more in registration time, since they get preference. Our promotion information needs to be sure to recognize the presenter's business.

Tizz is to follow up with card maker and get a narrative about her and her business.

The card making classes will be held at the Woman's Literary Union headquarters, the Foss Mansion at 19 Elm Street, Auburn. Thank you WLU for providing a full day of Birthday celebration activities.

**Cake donations** Liz Allen sent confirmation BJ's Wholesale will provide 20 large sheet cakes. The Committee discussed the need for smaller size cakes. Haley will follow up on options.

**Cake sites** Haley updated the Committee on cake sites. She will send lists regularly as new places are confirmed. She will confirm all locations will do the event on Saturday if there is snow cancellation.

**Cancellation Procedure-** Will be the primary topic for our next meeting it is important to include the snow date in all promotions. We need to make sure we say rescheduled, not cancelled. Who makes the

decision? When will the decision be made? How are we going to get the word out? All cake sites will get a personal call and confirm the next day.

#### **Other Business:**

**Budget-** Staff was to provide an update. It was not available for the meeting but would be sent to the Committee members. By email, Tizz provided a copy of the original budget. The Committee agreed early on that the budget should be sure to have funds remaining to acquire a Birthday gift, an item in Anniversary Park- like a bench, in honor of all Auburn's residents. Staff felt the Committee would be able to meet this item in the funds available.

#### **Next meetings:**

**Birthday Committee:** Monday, January 28, 2019, at Auburn Public Library – we need to make sure all Jan 22<sup>nd</sup> deadlines met. We also need to clearly establish Snow date procedure.

**150<sup>th</sup> Celebration Steering Committee:** Wednesday, January 30, 2019 6pm at the Auburn Public Library.

**Steering Committee requests:** Sabrina felt she had the necessary information for this section requirement.

**Accomplishments:** (items that have been confirmed)

**Work in Progress:**

**Promotion/Marketing Requests:**

**Questions for City Staff, Other Committees, or the Steering Committee:**

**Budgetary Needs/Impacts:**

#### **Other:**

Tizz will get Haley contact for Danville grange.

Update on the Happy Hour/Dine Around element is being handled by the Mayor, Liz Allen, and Haley.

Tizz is to follow up with card maker and get a narrative about her and her business.

Haley will update Birthday baby listing and draft letters.

Sabrina will reach out to Public Works about creating a frame for photo ops. It would be used in multiple events.

Sabrina will find out about using the Recreation Department van to pick up and distribute cakes.

Tizz will see if she can get a list of OBGYN practice managers so to send Birthday Babies information.

City still needs to confirm recording song, schedule, location, etc.

Confirm if Rolly's is a Dine Around or a regular cake site.

Staff needs to provide an updated budgets with expenses and encumbered monies, so we can confirm we have a birthday gift for the community.

The Committee asked if can we get a specific promotion schedule for the last 30 days prior to Feb 22<sup>nd</sup>.

#### **WHAT DID WE FORGET?**



# 150<sup>th</sup> Celebration Committee Report

Date of Committee Meeting(s) Held: [Type here]



**Committee Name:** Historical

Report Submitted by: Rachel Desgrosseilliers

Please provide an update for the following areas and list any additional information needed to be reported below in the section labeled 'Other'.

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## **Accomplishments** (items that have been confirmed)

First item was to determine who is actually working on this committee. Confirmed are: Edward Little High School-pop music w/venue Museum L-A; Auburn Middle School-"Americans Who Tell the Truth w/venue Auburn Public Library. Major shoe exhibit "Footwear from Function to Fashion –Museum L-A, March 29<sup>th</sup> opening. Museum in the Streets sign project for riverwalks-installation Spring-early summer 2019.

## **Work in Progress**

Timeline/Forensic maps –Rosemary Mosher & Brendan to start research with a Museum L-A volunteer. With info can then map out all activities stressing latest 50 years including railway station, airport, trolley, 100year +old businesses, brickyards, automobile row. Will contact Bill Hamilton-interested in helping.

Rachel still working on lighting of the pedestrian bridge. Mamie Ney still interested in doing the time capsule-suggestion was made to put in new Little Androscoggin Park.

Walking tour of historic properties – Richard Whiting will work on – gave him list of properties. Rachel said Noel Smith interested in helping so Rick will contact.

Themed open house or Old Time Christmas or Day in the life – Women's Literary Union is reviewing and will bring info at next meeting.

Community Little Theatre through Mitch Thomas said they want to be involved. Will find out what they want to do.

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**Promotion/Marketing Requests** \*All requests will be reviewed by the City Managers Office.

**Strong Suggestion** – make sure to document and photo record all activities during the year so we have what is needed to work with Great Falls TV on history of Auburn and also the book for the Sun Journal (more than a suggestion from Historical Committee)

**Questions** for City Staff, Other Committees, or the Steering Committee

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### **Budgetary Needs/Impacts**

For activities, looking for a budget of \$2,500 to help get things done.

### **Other**

Follow-up meetings: January 23, 5pm at Esplanade-Auburn; February 20, 5pm at Esplanade-Auburn.

Please submit the 150<sup>th</sup> Celebration Committee Report to Sabrina Best [sbest@auburnmaine.gov](mailto:sbest@auburnmaine.gov) by the last Monday of the month. All committee reports will be provided at the monthly Steering Committee reports and provided in the 150<sup>th</sup> City Council Update.

Disclaimer: Committee members shall not enter into contracts for goods or services on behalf of the City of Auburn. All promotional and marketing request and use of the City of Auburn and/or Auburn 150<sup>th</sup> Logo is subject to approval. All contracts, purchases, sponsor commitments, marketing and promotional request shall be submitted to Sabrina Best for formal approval.

## **Great Falls Art Show Committee**

Meeting on Thursday December 13, 2018, Auburn Hall: MINUTES

Present: Anita Poulin, chair; Mayor Levesque, Sabrina Best, Tizz Crowley, Rose Campbell, Darby Ray, Jim Parakilas

Mayor Levesque reported that he had conferred with members of City staff, who put forward the following date and place:

**Date:** May 27, 2019 (Memorial day)  
Memorial Day parade starts at 10:00 am

**Place:** Edward Little Park (at Main and Academy, in front of the CLT building), with tents  
There will be food trucks in Bonney Park grassy area

### **Space needs:**

[The park has 56,000 sq ft of space.]

1. Juried art space needs 4000 square feet in a tent

CLT has a 20' X 30' tent

YMCA (?) has 3 tents: 20' X 60'—One of these could go in front of the building, close to the door on the Main Street side.

The City has stakes, garbage cans, etc.

2. 40 10' X 10' spaces needed for artisans' exhibits, with space in between them

Rose: Artisans are used to bringing their own tent; tell them that the ground is uneven, and they can bring levelers.

Parking for exhibitors and for the public: the exhibitors can unload at the park, then park their vehicles in a nearby parking lot, leaving spaces on Academy Street and the CLT parking lot for the public.

## **Edward Little Student Artists**

EL art teachers have expressed interest in having a separate exhibit of school-produced art, curated by the teachers. Tizz proposed having it at the Womens Literary Union; Rose and Anita preferred having it at the Edward Little Park site, with the rest of the art show.

Darby: Bill is in consultation with the EL art teachers and is willing to take responsibility for that part of the show.

Rose brought in sample art-show application forms from United Maine Craftsmen, Rangeley Friends of the Arts.

**Art Show Hours:** 10 am to 4 pm

Rose: Give the exhibitors 3-4 hours to set up before the start of the show.

### **FEES for exhibiting artists:**

At Rangeley: \$70

At United Maine: \$70 (two days)  
Rose proposes \$50 for our show

**LA Arts' role**

Mayor: It doesn't have to go to Council to bring LA Arts into the collaboration.

**ACTION PLAN**

**Anita proposes:**

She and Rose work on application form and rules for registration. Darby offered to edit.

Anita will work on purchase prizes. Citizens choose any painting they want for \$300, before the work is judged; the artist keeps the full amount. Artists' names are covered.

Jim to ask Bill to find three judges from outside of town for the judging on the day.

Rose: First you apply to be selected by the jurying committee to show. The jurying committee is largely made up of local people.

Then the show itself is judged. All one judging, by one jury, covering everything except the EL students. Accepted participants will be invited to submit one work for being judged in their category, for a cash prize. This jury of three is drawn from experts across the state; this is the jury Bill is being asked to put together.

Compensation for the jurors?

**Mayor Levesque offered to:**

Get dimensions and map the site, by sometime in January, showing vendor spaces 12 X 12 (GIS). Before then he'll send us a Google shot of the site.

Work on securing the 3 YMCA tents.

Get City Staff to mow the space prior to the event; mark out the 12 X 12 spaces with field paint/ and secure porta potties and trash cans.

Minutes by Jim Parakilas



## **"Alumni Weekend-Come Home Auburn"**

Celeste, Stephanie, Sabrina, Rita

Notes 11/26

"Our Future is Here"

Date will be dependent on MPA Game Schedule – tentatively Oct 25-27

### Friday "Current"

- In School Pep Rallies or Assemblys
- Alumni Social Event in Walton Gym Prior
- Old Uniforms on display
- History Timeline of Schools (move to Lost Valley for Sat and EL for Sunday's event)
- Live Stream Game in Walton Gym for those Alumni not able to sit/stand during game (Great Falls TV?)
- Tailgate with Food Trucks (would need to work with Grandstands to not step on toes)
- EL Alumni Tunnel
- Invite Special State Team or Alumni 50<sup>th</sup> Reunion on field at Half Time
- Rally Towels
- 150<sup>th</sup> Alumni Shirt Sale (pre sale)
- Parking and Porta Potties
- Battle of the Bridge Game in Auburn (Lewiston has agree)

### Saturday "Past"

- Alumni Games and Social
- Ask **Todd (maybe John White)** – Help set up Alumni Games: Current and former coaches to set up an alumni game for each sport
- Various Sports Alumni Games throughout the day
- Alumni Reunion at Lost Valley (need to ask) and get pictures of years, teams, drama club, marching band etc.
- Bon Fire Outside
- Lite food (can have kitchen open)
- Bar on Site
- Free ticketing system with Eventbrite

### Sunday "Future"

- One Last Tour of EL
- Allow for El Building Committee to do tours and talk about new facility
- School Fundraising Efforts
- Breakfast

Budget - \$15,000 allocated from the 150<sup>th</sup> Budget

Items we will need to account for:

- Hiring Custodians (Football game, Sunday Open House)
- Catering/Band/ Lost Valley Fee



- Portable Toilets
- Closing the Bridge Police OT
- Displays

#### Community Credit Union

- Looking to partner
- Supply Volunteers
- Possible \$2,500 donation?

#### **To Do:**

**-50<sup>th</sup> class reunion is next year. Discussed Honoring all the classes 50 and beyond**

**-We will reach out to the classes (Five year mark)**

-Create a Program of Activities to pass out and to advertise

#### Souvenirs:

- Hats- Baseball/ Beanies/Pom-pom hats, T-Shirts
- Rally Towels for the Football game!

#### Advertising: Social Media

#### Words describing the Event:

FUN

DOABLE

INCLUSIVE

## Alumni Weekend Meeting 1.29

### To Do Priority List

1. Reaching out to 9 and 4 graduating years
2. Game Date – confirmed by April
3. Confirm Location for Sat. Night
4. Reach out former coaches and players for alumni games and secure locations
5. Plan on sending out info and ask for local business involvement by April, Roopers, Roller Dome, Local Restaurants and Hotels

Sat. Night Silent Auction – Auburn and EL theme

Thermo \$\$ For each class to see who can raise the most

Parking at Events and Shuttle Services

Alumni Golf Tourney at Foxridge

Alumni Track/Cross Country 5k \$20.19 price

Feb 25 10am at Fairview

Marc – Hotels

Sab – Lost Valley, Jason on \$\$ fundraising to school,

Steph – EL Art dept. with Logo and Picture

Todd - Food Truck or pig roast at Game, Foxridge, Former Coaches

Celeste – Vault

Mike – Jesse (Roopers), 2008

Rita – 50<sup>th</sup> Class Reunion

Jen – 2004

Jason – Beer with Baxter and Lost Valley