

150th Celebration Committee Report

Date of Committee Meeting(s) Held: January 24, 2019



Committee Name: Memorial Day Parade Committee

Report Submitted by: Jody Durisko

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

Accomplishments (items that have been confirmed)

Special Events Permit submitted to City Clerk's Office, All DD forms submitted, one fly-over plan approved, Grand Marshall nomination process approved and posted on website, Third Maine Volunteer Infantry confirmed and will be camping out Saturday and Sunday nights with Sunday being a full day of living history and demonstrations, 10 units registered to date (we also have several who have reported they will participate but have not sent the forms in),

Work in Progress

Vendors, beer vendors, tents for art show & food area, porta potties, custom trophies and ribbons, banners for grand marshal and 1st prize winners, wayfinding banners, contacted Auburn Community Band regarding parade participation or playing in festival plaza, contact Pepsi to sell soft drinks at CLT and ask local non-profit groups to do satellite locations along route, secure a sound system for announcing floats in festival plaza, contact Poland Spring for water donation, ask Fox Ridge and ELHS for use of golf carts, and several logistic items.

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

Promote grand marshal nomination and prizes for parade participants on Facebook, etc.

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

It was suggested that we give participation ribbons to everyone who participates in the parade and to sell event t-shirts, thoughts?

Budgetary Needs/Impacts

Participation ribbons were not budgeted, could be an additional expenditure.

Other

We will be looking for volunteers to help at the check-in station, staging area, and parade walkers. Please send anyone looking for ways to get involved to Alfreda or myself.

Please submit the 150th Celebration Committee Report to Sabrina Best 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 150th 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 150th Logo is subject to approval. All contracts, purchases, sponsor commitments, marketing and promotional request shall be submitted to Sabrina Best for formal approval.

150th Celebration Committee Report

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



Committee Name: History Committee

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'.

Accomplishments (items that have been confirmed) The major exhibit telling the story of Auburn's shoe history and shoes throughout the different eras – "Footwear to Fashion" will officially have an opening reception March 29th. The month of March will see the design and installation of the exhibit to a cost of \$8,000.

Click or tap here to enter text.

Work in Progress Auburn Middle School is almost ready to install their exhibit. Due to space constraints, it looks like the students will exhibit at Museum L-A as before.

Rick Whiting discussed a tour of downtown historic homes for possible early summer with an early fall workshop for historic homes that would help launch an effort to invite Auburn people to register their historic homes throughout Auburn for an inventory with a request for photos. Bob Greishaber and Georgia Chomas will now work with Rick to prepare a schedule of events and activities on this for the next meeting.

WLU is now ready and working on a Fashion Show and Antique Cars for September. They now have a working group that will have more details at the next meeting.

Spoke with Mitch Thomas of CLT and they will think of something to participate and will get back to us for next meeting.

Not having heard from several of the activities at meetings or with updates, Rachel will call each individually to find out what is happening – GIS MAP Timeline, Time Capsule, Fairview Elementary School.

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

Will forward as soon as we receive from individuals.

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

Click or tap here to enter text.

Budgetary Needs/Impacts

Groups now deciding what they are doing will have budget needs shortly.

Other Next meeting to be held March 20th at Auburn Esplanade.

Click or tap here to enter text.

Please submit the 150th Celebration Committee Report to Sabrina Best 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 150th 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 150th Logo is subject to approval. All contracts, purchases, sponsor commitments, marketing and promotional request shall be submitted to Sabrina Best for formal approval.

150th Alumni Committee Meeting – Minutes 2/25/2019

Present: Celeste Beaudet, Stephanie Marris, Mike Muise, Rita Beaudry, Cynthia Peters, Todd Sampson, John Herrick, Betsy Sibley, Chris Cote, Jennifer Hogan

Absent: Sabrina Best, Marc Gosselin

TO DO – PRIORITY LIST:

- 1. Reaching out to 9 and 4 graduating years**
 - a. Former EL teacher Cynthia Peters has graciously agreed to join our committee. She will research all class years ending in 9 and 4 and provide contact information of class officers as well as Executive Boards.
 - b. Once we have this information, we can set up a Google Docs to communicate/start advertising events.
- 2. Game Date – confirmed by April**
 - a. **Hoping for last weekend of October – October 25,26, & 27.** We are still on hold awaiting the setting of sport playoff dates by the Maine Principal's Association. Todd has an Athletic Directors meeting next week (week of March 4th) and we may have information sooner. Once we have this confirmed, we will be able to move forward with other tasks to be done.
- 3. Confirm location for Sat. night**
 - a. **CONFIRMED: John has confirmed that we can host our event at Lost Valley**
 - b. Transportation: We will look to having busses
- 4. Reach out former coaches and players for alumni games and secure locations**
 - a. Need to confirm date before we can move forward.
- 5. Plan on sending out info and ask for local business involvement by April, Roopers, Roller Drome, Local Restaurants and Hotels**
 - a. We will compile list as soon as we have dates
 - b. Community Credit Union staff volunteered to make calls to businesses

Sat. Night – Silent Auction – Auburn and EL Theme

- No discussion at this meeting

Thermometer of money raised by each class to see who can raise the most

- Will need list of which classes want to participate
- Can print out individual thermometers at the APD
- Will Fundraising Committee kick off that campaign?

Parking at Events and Shuttle Services

- Speak to Billy Hunter to enlist ASD busses/drivers for our events (perhaps Northeast Charter)
- Sherwood Heights as satellite site

Alumni Golf Tourney at Fox Ridge

- Todd has confirmed with Fox Ridge that they want to participate. Caution: This is Maine, and we could have frost/snow at the end of October.

Alumni Track/Cross Country 5K - \$20.19 price

- Sunday - am

FOLLOW-UPS:

Marc – hotels

- Can't discuss with hotels, restaurants until we confirm dates of weekend.

Sabrina – Lost Valley

- John Herrick was present at the meeting. He has agreed to host Saturday evening's event at Lost Valley. Looking to have start time around 5:00pm / 6:00pm.
- John is fine with having a band, have corn hole tournament, horseshoes, etc.
- OK to have food trucks – Lost Valley is licensed for that
- Cross Country 5K race?
- Tents?
-

Sabrina – Jason on \$\$ fundraising to school

- **BIG QUESTION:** Who will receive all funds raised? City of Auburn or School Department? All members want there to be transparency with this event. Sabrina will need to discuss with Mayor to confirm.

Stephanie – EL Art Dept. with Logo and Picture

- Has contacted Shawn Rice re: art work. She will meet with him soon to determine art work deadline.

Todd – Food Truck or pig roast at Game

- ELHS Grandstand Club provides much funding to activities and athletics for students at EL. Football games are a big revenue source for them. If we have food trucks, tail-gating, we are cutting into those revenues. Grandstand Club believes they can (and have) been able to provide what is needed for a large crowd.

Celeste – Vault

- Cynthia Peters will gather information either from Library or vault.

Mike – Jesse (Roopers), 2008

Rita – 50th Class Reunion

- Rita contacted those in charge. They have already sent out "save the date" notices for Saturday, August 10th.
- Official invitations will go out in April. They have agreed to include Alumni Weekend information with their invitation.
- They will discuss how they can be involved with 150th festivities at their March meeting.

Celeste – Class of 1976

- She will reach out to class

Jen – Class of 1999

- She will reach out to class

Jen – 2004

Jason – Beer with Baxter and Lost Valley

- **Name of beer: “No Steps Backwards”**
- Beer recipe is done.
- Next step – get it in Lost Valley brew schedule
- Can we “Can” the beer and sell exclusively – maybe at Roopers (family is all alumni)

OTHER TOPICS DISCUSSED:

Registrations for Events –

- Once dates are confirmed, we can set up each activity on “Event Brite” to track the number of people who will attend, etc.

Mac’s Grill –

- They have had “block parties” in the past in their lot.

SCHEDULE: This is a starting point - not a complete list.

- **Friday night**
 - Football game
 - Stream game in Walton Gym for those who can’t make it in the bleachers
 - Have Historical Committee bring old uniforms to gym
 - Have Historical Committee bring old pictures
 - Connect with Craig Jipson – his books have lots of history
 - Rally towels
- **Saturday – Day - possibilities**
 - 5K race
 - Slow pitch baseball games
 - Golf tournament
 - Coaches against players games?
- **Saturday – Evening**
 - Lost Valley – Casual – opportunity to “reconnect with your classmates”
 - Band (former EL alumni band members)
 - Bonfire
 - Hors Dovre’s, bar,
 - ?? Food trucks, pig roast,
- **Sunday –**
 - 5K race (Course as Emily’s Run – starts at EL and ends at EL) – perfect opportunity for everyone to visit EL
 - Tours of EL

- NEW EL Committee to provide displays and give updates as to what school will look like
- Fundraising opportunities

TO DO FOR NEXT MEETING:

- Each committee member creates a list of things to be done.
- Combine lists into a master list
- Assign tasks / due dates

****Next meeting: Monday, March 25th, Fairview School, 10:00am**

Respectfully submitted,

Rita Beaudry

Minutes of the Art in the Park committee meeting
February 14, 2019 at 2:00 pm in Auburn Hall

Present: Anita, Sabrina, Haley, Bill, Jim

Anita presented an idea to ask the Edward Little art students to design a logo, and/or to print tee shirts for the event. Sabrina will run the idea by the mayor and the Bicentennial committee

Honoraria for jurors: Bill will say that there will be honoraria, amount to be determined.
Anita proposed Charlie Hewitt as a juror.

Sabrina: We need to know who is working the event. Discussion of whether committee members who show their work can also work the event. Anita said she can have someone cover her booth, so that she can work the event.

Need for a list of tasks to be done, and the number of workers needed (committee members, city staff, volunteers) can be determined from that list. Bill suggested asking local exhibitors to put a relative or friend forward as volunteer.

BIRTHDAY PARTY COMMITTEE MEETING NOTES –

Thursday, February 15, 2019

AUBURN PUBLIC LIBRARY 2:30- 4:00PM

Rescheduled from Wednesday February, 2019 due to weather



Present: Carol Mashaw, Mamie Ney, and Tizz Crowley. Jason Leveque and Sabrina Best joined the meeting in progress.

Haley Warden was excused. She sent a detailed report to the Committee members.

Invitations

No one knew if invitations had already been printed, but it was unlikely any paper invitations had been designed or printed. The Committee decided if there were no paper invitations printed by Friday, February 15th, then none should be printed. It would be too late to be effective.

No one could report on how Auburn residents, who did not have internet connection or know about the City website, would know of the cake locations. To date, there had been no printed lists of sites except in the meeting materials.

During the meeting the Mayor sent a school contact an email in follow up to flyers that would go out to schools. No one could confirm any notices had been sent as of the meeting date, Thursday February 14th. Earlier meeting had identified Wednesday or Thursday before the vacation break would be the date of distribution for school notices. St. Dom's and all Auburn daycare were to be included in a distribution about the birthday event. No one at the meeting could confirm if such notices had been printed or distributed.

It was mentioned that local hotels should have a flyer identifying cake sites for guests in Auburn on Friday, February 22, 2019. No one took on this task.

Promotion/Publicity

The Mayor reported the Sun Journal was a sponsor for the full year of 150th celebration activities. He also reported we paid for advertising in the Sun Journal. Estimated cost reported for this ad was \$500-\$600 dollars. This expense would be allocated to the overall promotion budget and not the Birthday celebration event. Carol Mashaw provided a copy of the ad listed in the Super Bowl section.

It was reported by Tizz that no information about the City's 150th birthday celebration was published in Twin City Times (TCT). There were two articles, submitted by individual cake sites that announced cake service along with their own programs. The TCT calendar did not have any activity for the Birthday on Friday, February 22nd. No one could verify if such information had been sent to TCT.

Mamie Ney was going to reach out to Rachel Morin, a wonderful local columnist, to see if Rachel might take photos of the celebration.

It was suggested that a ¼ page, double sided, notice be available at cake sites. This notice would like all the cake sites available.

We asked for copies any press releases be sent to the Committee. No one could report if a Birthday Celebration press notice had been distributed. No one could respond to the question- Were Auburn Highlands and Twin City Times sent photos, article and calendar post request?

The Mayor mentioned a “press push” for the kick off program. It was to be available next week, Tuesday, February 19th as Monday was a holiday.

No one committed to update the Birthday Celebration Committee when any promotion/publicity activity happens this last week prior to the event. For the most part, the Committee has been kept out of the communication loop.

There was no information provided regarding an email address and such for residents to send photos to the City during the event.

Snow plan:

The City Manager did not reply to the email asking about the snow cancelation procedure sent almost a month ago. The Mayor reported “we will call” a conference call at 4PM on Thursday, February 21st, and make the decision whether to reschedule the event until Saturday. The City will notify everyone in the usual manner for snow emergencies.

Haley’s report provided more details- If there is an expected snow storm forecasted for the event day, Friday February 22nd, the snow date is the next day Saturday, February 23rd. All activities, are expected to be rescheduled for the same times on Saturday EXCEPT FOR THE BOUNCE HOUSES at Ingersoll Turf Facility. Haley will send all sites and Committee members an email with any changes. The City website will also be updated for any snow closure information. Any cakes not delivered on Thursday evening, will be held in the Recreation Department.

Cake Delivery:

Haley had provided a delivery schedule. The Committee wanted to be sure places knew of the Thursday night delivery. Woman’s Literary Union will gladly accept a Thursday night delivery but Carol needs to be called at least 20 minutes before arrival so she can go to the Mansion. No one is usually at the Mansion without a scheduled event.

Birthday Babies-

The Mayor reported that no publicity story will be done related to newborns on February 22nd, until the Birthday Celebration event is over. Tizz reported she’s reach out to the OB providers she knows personally. She hopes there will be an Auburn baby born in the early hours, so the Mayor can announce the first baby at the kick off.

Birthday Cakes-

The Committee double checked the number of cakes needed based on the detailed cake site report prepared by Haley for the meeting. We discussed the total order of 40 cakes, which would have 4 large cake sheets in reserve. Tizz suggested a couple of the unallocated cakes be ½ size sheets to use if a site needs more cake. It will be less waste and we’ll have more “fresh” (uncut) cakes for use. No one could

answer how the left over cake would get to the Library for distribution during the Indoor Farmers' Market.

Cake Sites-

A detailed check list will be sent with the cakes. Tizz will send a draft of the form for Haley to update and complete. The list should indicate a phone number to call if the site runs short of napkins or cake. It is expected that each site will have sufficient cake to cover over 50% of the time noted in listings. It is important we have a phone number that will be answered during the serving hours. Likely we can use a city hall staff contact, such as Jody Driscoll, but what happens after 4:30pm when a number of sites will be open? Sabrina will get a phone number for the listing. She is expected to be the van driver for all cake deliveries.

Cake site instructions should also include the request to take photos at the site and send to the City, post directly to Facebook and tag the City, so they can also get the photos.

Morning Kick-Off –City Hall

The Committee had no information about this element. The Mayor shared some of the plans for this kick off but said the program would not be complete and contacts confirmed until Tuesday, February 19, 2019. Larry Gowell will not be singing "happy birthday", but will sing the National Anthem at the Kick Off.

The Mayor reported we had a video greeting from US Senator Susan Collins, US Senator Angus King, and that he was asking others- the Governor, State Legislative members to create a video greeting. He also mentioned there would be gifts from other cities honoring Auburn's 150th birthday. Copies of the videos would be available to the Committee, most likely through a dropbox. He would see that Staff set up so the Committee had access.

Card Making:

There was only one registrant as of our meeting. Carol Mashaw offered to take phone registrations and send Haley an update. A couple of the Committee members felt the on-line registration was too onerous for many who might be interested in card making. Cutoff date for registration is noon on Wednesday, February 20th, so the presenter will have sufficient time to prepare the needed materials. No registrations will be taken after noon on Wednesday. No one can just join in at the event.

Birthday singing:

There will be no singing of Happy Birthday. The Mayor reported there were challenges with getting pre-recorded performances. There had been no arrangements made ELHS Chorus, so no more follow up was needed. The Mayor mentioned he may get Fairview students singing happy birthday. He would capture on his phone, but he was clear this was not a promise.

Shared Birthdays-

Sabrina did not know if Public Services was actually going to make an Auburn 150th Anniversary picture frame for use at the various locations during the year. The Committee made no further plans about this feature since no City confirmation was available.

Tizz reported a concern that there had been posts on Facebook about people with a shared birthday would be recognized. This element went away months ago. It was before Haley's arrival as support so she would not be expected to know of this or other eliminated elements. Sabrina would communicate this information to appropriate City staff.

Story Hour

Everything for this element is all set. Cake will be served. No volunteers are needed. The Indoor Farmers' Market will be serving cake- we will serve leftover cake from other sites. We do not need any volunteers for this event at the Library. Baby animals will be at the library from 4:30pm-6:30pm

Gift for Anniversary Park-

Sabrina reported she sent a request to the City Manager in early January asking for options. The Committee has only ever mentioned a bench. We would like a special item for Anniversary Park that will honor Auburn citizens. This has been an element of the Birthday Celebration from day one. It would be nice to announce the gift on Friday, February 22nd. A decision will be made at our next meeting.

Budget-

An updated report prepared by Tizz was presented. In reviewing the budget items, it was reported that Central Maine Community College will provide a large cake (140 servings) for the City Hall kickoff event. This has an estimated, in kind donation of \$80.

Sabrina reported about 3500 napkins had been ordered at an estimated cost of \$1200. Commemorative Coins cost \$45 each. The Auburn 150th babies will be given one of the general coins, not the police and fire ones. If anyone wishes to buy a coin, they are available at the tax office.

Sabrina will follow up with the request for a special certificate for each baby. It can be small (8.5" x 11") but would recognize the baby as one of our 150th. At least one certificate should be ready to use on Friday, February 22nd if we get notice of a newborn.

Sabrina reported she will be attending a 150th Budget Committee meeting on Wednesday, February 20, 2019 immediately preceding our next meeting. She will know all expenses to date and any encumbered items after the budget meeting. She will provide this information to the Committee at our meeting Wednesday February 20th.

No one from the City could report on the toothbrush distribution. Tizz has raised the question each meeting. She wants to be sure we honor any agreements with Maple Way Dental, one of our founding sponsors.

Next meetings:

Birthday Committee: Wednesday, February 20, 2019 at Auburn Hall starting at 11am to prepare napkins and other packets. Our committee will meet at 12:15pm or after Sabrina's arrival, whichever is later.

Post Birthday event meeting: Wednesday, March 20, 2019 at Auburn Public Library 12:15pm- 1:30pm

150th Celebration Steering Committee: Wednesday, February 27, 2019 6pm at the Auburn Public Library

Post note:

2019.02.19 City website for the 150th says coins are only \$15/each we should clarify.