



150th Celebration

Steering Committee Meeting Minutes

Public Steering Committee 6pm at City Hall

May 29, 2019

NOTE: No meetings for June or July, next meeting will be August 28th

Memorial Day Recap

- Overall the day was a huge success with all elements; parade, art show, food trucks, farmers market, reenactment camp.
- Great media coverage, big kudos to sun journal and WCSH 6
- Parade Staging changes; Awards being handed out, there was two versions of parade line up which caused a little confusion and mistakes, possibly add some more awards, better communication system (not cheap walkies), no changing the parade route, better coverage of walkers with parade floats, better parking locations press.
- Art Show; artist's were very happy overall and very happy with the prize, we had an issue with the tent blowing away so we need better tent system, better music in the park, could have had a little more coverage.

Alumni Update

- Friday theme is "Current" with the EL Football Game
- Saturday theme is "Past" with Alumni sports games throughout the day and then reunion at Lost Valley (suggestion of charging \$5).
- Sunday theme is "Future" with a family fun run and tours of EL with fundraising for new EL efforts being kicked off.
- Save the Date and PR will be going out next week

History (Provided a written update, below are the highlights)

- 130 attended the opening of the shoe exhibit, which was a major success. They are still having a good turnout of people coming to view the exhibit.
- May 16th was the kids to curators and was an amazing exhibit with over 90 students participating and 132 attended.
- Historic Walking tour coordinated by Richard Whiting will be on June 8th 10am at Festival Plaza. He is looking for an architect to go with him to help talk about the style of houses. Liz will be coming out with a flier and press release. Rick will confirm with all the locations so they are aware of the group coming by that day. WLU will have an open house after and Barker Mills is making cupcakes from 12-2pm. Rain Date is following week June 15.

- Mayor mentioned looking into getting some media coverage and PR to help promote the walking tour. Highlight “preserving our downtown area”
- Aiming for the Museum in the Streets to be installed in July
- Looking to hold a Historic Preservation Workshop in Sept (21st?) at Auburn Housing Authority.
- WLU is working on a fashion show and antique cars to match the dresses Sept 14th 1-3pm
- Next Meeting is June 19th at Auburn Esplanade.

Cruise Main Street

- Tuesday July 9th time TBA shut down main street and have the ‘1965-66’ Full Size Chevrolet Club and a locate 60’s DJ.

September Healthy Month

- Looking to do a daily tip
- Weekly Walk on Riverwalk
- Weekly Recipe
- Possible work with local dr. for a sponsorship highlight of blog or podcast
- CM NEMBA can do an event at Mt. Apatite and kick off the Friends of Mt. Apatite group. Mayor mentioned flying Seth x Bike who is a YouTube sensation with over 5 million followers.
- Mayor would also like to add something with Food insecurity focus and making sure no one is starving for the month of September

Riverwalk Blues & Arts Festival

September 28 during Dempsey weekend

Other Updates

Late October 3 or 4 for an unveiling of the Bell Tower and then do something during the weekend of Alumni like a dedication. Or we can unveil at Alumni weekend, we would just need to keep it covered.

Question for the Yearbook and making sure we include all the events all year long and waiting until February to make it available. Mayor reported that the original commitment we had on the yearbook may be changing.