

150th Celebration

Meeting Notes

May 30, 2018

Staff Notes:

Logo has been selected after many suggestions and versions. The unveiling in the Ice at NSBA is no longer an option. Staff suggested keeping an unveiling event at the Ice Arena with a Banner raising ceremony like Professional Sports teams. It was suggested unveiling it in time for the 4th of July celebrations to help with the kick off the donation and request initiative.

It was decided that there will be a soft unveiling at the Monday July 2nd Council Meeting. The next day July 3rd we would have the logo all over the city; Flags with the logo on flagpoles (not to replace but to be added under the US Flag), do a small section of Street Pole Banners, Banner across court street, decals on all City vehicles, t-shirts (50) for specific individuals who will be out and about showing off the logo, possibly a vinyl wrap of the windows on the City Hall building or window magnets.

There is a need for a Budget, how much will this kickoff merchandise cost? **Action Items: Scott Holland will get prices for the Banners and Flags, Liz and Sabrina will work on Decals and Shirts. Mayor Levesque is working on the donation and sponsorship initiative.** Knowing how much each event is going to cost will be the key to developing a budget. **Peter Crichton took the lead on developing a budget for the year long celebration.**

Staff went through the list of events and confirmed the following:

City Sponsored 2019 Event Calendar

December 31, 2018 – New Years Auburn NEW

- Fireworks \$4,000
- Monday Night

January 25-27 – Winterfest

- Already established
- Operates off fundraising efforts \$10,000

February 22 – Happy 150th Birthday Auburn NEW

- Friday Night
- Celebrate at various locations
- Different themed (era's) Cakes at Historical Locations
- Costs; Cakes, Promo, Birthday handouts etc.

May 27 – Memorial Day Parade (Maine State Parade) NEW

- Work in collaboration with already existing Memorial Parade

- Work with local civic and veteran groups
- Test run for bringing back Maine State Parade in 2020
- Costs: Floats, Entertainment, Promo, etc.

August 6-11 – Summerfest

- Already Established
- National Night Out on Tuesday Aug 6
- Summer Block Party Saturday Aug 10 – move to downtown, benefits Make A Wish
- Operates off fundraising and in-kind donations

October ? – Come Home Auburn/Reunion **NEW**

- Edward Little High School Homecoming Weekend
- Reunion for all EL alumni
- Battle of the Bridge Football Game
- Cost; Fireworks, Dance/Alumni Event,

November – Holiday Parade

- Already Established
- Vintage Santa
- Starts in Auburn, Ends in Lewiston
- Operates off fundraising efforts \$2,000

Civic and Local Organizations 2019 Event Calendar

March ?? – Dine in Auburn Week

- Support local businesses

April 22 – Clean Up Auburn Week

- Earth Day April 22
- National Volunteer Week
- Celebrate Local Volunteers
- Bring in local Neighborhood watch groups and apply for Neighborhood Challenge grants to help clean up their neighborhood

September – Keeping Auburn Healthy Month

- Support Healthy Eating Habits
- Lake Auburn Half Marathon
- Bob Boucher 5K
- Support Local 5K/Runs
- Hiking/Mt. Apatite
- River activities (River Day?)

December – Auburn Memories

- Develop a Year Book or year long events
- Memories of years past

There was discussion on the need for the Website, Online Store, Story Map and major social media presence throughout the planning and prepping stages. We will need to have a basic Website and Online store secured by July 2 to provide the public with information.

Sponsorship package and menu will need to be developed along with a list of all businesses and civic groups to help with funding and events. Rita Beaudry was assigned Chair for Events, Amanda Methot was assigned with Jason Levesque for Sponsorships and developing business/civic group contacts. Peter Crichton was assigned developing a budget. There was discussion on the need for a Public Chair/Co-Chair to help uniform the City and Public efforts with planning the 150th celebration. It was also mentioned that the School has assigned two representatives that attend the public meetings along with two student reps.

The last discussion was around the need for a cause – can we fundraise or bring awareness to a future project? It was discussed the Saint Louis Bells would be a great beneficiary for any fundraising efforts done throughout the year of 2019. This would be an easy project and not one that would take a large financial commitment. Another suggestion was to help bring awareness for the New School project and if there was any way to get fundraising efforts, awareness, data from participants throughout the year etc.

Items needing attention before the next meeting:

1. Prices for Kickoff Celebration July 2-3
2. Sponsorship Menu
 - a. Price for specific items (\$4,000 sponsorship for New Year Fire Works)
3. Final List of Events for a calendar
4. Establish a Cause (School Building and St. Louis Bells)
5. List of Businesses for the Fundraising Chair (Mayor Levesque) to begin his calling campaign
6. Story Map and Website setup
7. Online Store

Public Notes:

The unveiling of the logo and unveiling kickoff efforts were discussed and approved. There was a suggestion to make sure the banner across court street was put up during the weeks nothing else is booked.

There is a need to secure the actual Birthdate as there are many dates (Feb 22, 23, 24) that are floating around.

Historical Update – Rachel Desgrosseilliers provided an update to the group, she has met with Leroy Walker about being the liaison for the New Auburn historical data and information that should be

included or highlighted in the Historical component of the 150th celebration. Belinda Gerry has volunteered being the liaison for the Barker Mill area. There is a small group with Doug Hodgkin's and possibly David Young to help with Auburn history and incorporating the Historical Society. It was mentioned that Bim Jipson's 8th grade class does Auburn History project, Tizz mentioned visiting the class recently with Mayor Levesque and that they will be a big resource to tap into. They will hopefully be able to help curate items for the Museum. Museum in the Streets kick off has been delayed and is anticipated to be open Spring of 2019. Although it is unfortunate the project is being delayed, it could help kick off the historical building tours/passport program. There was also a mention of maybe looking to developing the History of Sports and Athletes in Auburn, maybe using the LA Sports Hall of Fame as a resource to start that committee?

Stephan Martelli provided an update on the Holiday Celebration – the theme will be Vintage Santa and has worked with Celeste on securing a school organized chorus and marching band. There is efforts being made to get 1860's vintage characters to be mingling within the crowd at the end of the parade. The Parade will end in Auburn in 2019 and the tree lightening festivities will occur in Festival Plaza.

Tizz Crowley provided an update on her efforts of developing an Events list for each month. She was able to get as far as May but incorporated possible themes and celebrations that civic groups could contribute to the 150th year celebration. There was mention that April 14th (?) was International Dress Up Day and she would like to work on some type of event or awareness around this day. Tizz mentioned being interested in looking at the forgotten items/topics such as finding a champion for Black History or Native American History in Auburn. Perhaps we do a call out looking for someone to champion those items, there was also a suggestion of looking at Bate College to help with those areas. Tizz would like to move forward with championing something around cemeteries and efforts with engaging the public and promotion. Maureen Aube offered using the Chamber's resources to help with the community engagement and promotional efforts. There was also a mention of using Churches and civic groups.

Rick Whiting and Bob Grieshabar volunteered to champion the National Registered Historical Buildings and Passport tours. They will reach out to Dave Rogers to also help with this effort. **Action Item: Sabrina will send out the list provided earlier in the year for Nationally Registered Properties.**

The Conservation Commission discussed being involved, Tizz mentioned they would be interested maybe identifying and maintain a record of properties current on the National Register of Historical properties in Auburn. She will bring this up at their next meeting being held on June 14th.

Peter Crichton provided an update on the staff level that Rita Beaudry was assigned Chair for Events, Amanda Methot was assigned with Jason Levesque for Sponsorships and developing business/civic group contacts. Peter Crichton was assigned developing a budget. He also provided an update on staff thoughts of developing a "cause" or 'fundraising efforts' on a certain project; the New School and the St. Louis Bells. The Public Steering Committee was very open to this idea and supportive. There was discussion on creating a way for one of the Bells to be 'on tour' and used in parades and at other events throughout the year at various locations.

Tizz requested that the website be updated with information about this committee, the meeting minutes, agendas etc. and then contact info of how someone could get involved.

The meeting wrapped up with establishing the meeting date going forward will also land on the Last Wednesday of the month at 6pm at the Library. The work groups and event committees will need to meet more frequently in between steering committee meetings. There is a sense of urgency in establishing these work groups and making progress as we are officially 6 months out from our New Years Celebration.