

150th Celebration
Steering Meeting June 27, 2018
City Staff 3pm at City Hall
Public Steering Committee 6pm at Library

1. Introductions if Needed
2. Unveiling Event
 - a. Monday July 2nd 5pm press conference at City Hall to unveil the logo and kick off the promotion campaign. The logo will be unveiled by Alison Casares, Auburn's 2018 "Citizen of the Year," and by Auburn native and standout ELHS athlete Troy Barnies, who plays professional basketball in Hungary.
 - b. Website with basic info will be up and running by the unveil
 - c. Press Packet with basic overview, list of key events, sponsorship levels
 - d. City Promotional Campaign July 3rd
 - i. Street Banners on Court and Main st.
 - ii. Decals for Vehicles
 - iii. Magnets for windows and other places
 - iv. Flag for in front of City Hall
 - v. Limited Shirts and Polo's
 - vi. Barnies has agreed to serve as an "ambassador" for the celebration and hopes to create lots of social media "buzz" around the various events.
3. Promotional Items
 - a. Souvenirs/SWAG
 - i. List of Items
 - ii. Online Store – Goal is launch this Summerfest Weekend
4. City Staff Updates
 - a. List of Signature Events Chairs and committee members have been drafted
 - b. Draft Budget has been established for Signature Events
 - c. Banner across Court /Main
 - d. Stencil of Logo on Sidewalks
 - e. Flags or banner at Gateways
 - f. Auburn150@AuburnMaine.gov
5. Follow-up Items
 - a. Confirmed the official birthday is February 22, 1969
 - b. Assigned Event Chairs
6. Work Groups Updates
 - a. Historical
 - b. Schools
 - c. Events
 - d. Sponsorship
7. Other

Next Meeting: Wednesday July 25