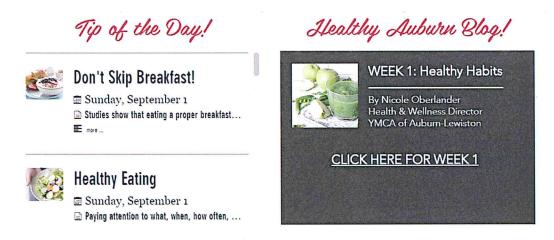


In an effort to support a healthy, happy community, the City of Auburn is proud to present **HEALTHY AUBURN MONTH**, part of Auburn's 150th celebration! There are many components of health, including emotional, physical and mental health. The practices of good health include physical activity, healthy eating, social interaction and support from others.

We will kick things off on September 1st where the website will feature a calendar: https://www.auburn150.com/healthy-auburn



During September, the City will share lots of great tips, recipes & activities, including a healthy tip each day; a weekly healthy living blog written by local health & wellness professionals; "Walking in the Wards" with Auburn's City Council; and SO much more!!



Nov 1-3, 2019 Meeting Notes 8/26



Meetings will occur every 2 weeks leading into the Event Next Meeting: Monday Sept 9 at 10am at Fairview

To Do:

- Check with Great Falls TV about Live Streaming Game on Friday and Converting 8mm to DVD. "Phil Larlee of Great Falls TV followed up today – on our behalf – with Josh Desmarais of MBR – for the EL/LEW. Football game on November 1st. Josh is very excited about being able to provide wireless feed – "live – real time view" of the game to the Walton cafeteria. He wants to connect his equipment with ours – at no charge."
- Find a local company to help convert 8mm to dvd for showing of past games
- Create Facebook Events; 1 for whole weekend, 1 for each signature event.
- Create an Eventbrite Ticketing system for Sat. Night \$5 pre-purchase price, \$7 at the door.
- Buy Items: Rally Towels, T-shirts, Staff Shirts, etc.
- Posters and Fliers to Schools, Cindy can help drop off fliers/posters to other locations in area
- Email Save the Date to all 150 affiliates (Birthday locations, sponsors etc.)
- Logo with students (Shawn Rice)
- Contact Food Trucks, Pettengill Alumni Games and Sunday ELHS Open House

Timeline of Events

Friday "Current" EL vs. Lewiston 'Battle of the Bridge' at Walton 7pm

- In School Pep Rally's or Assembly's
- Alumni Social Event in Walton Gym Prior (Showing 1979 EL v Lewiston Game).
- 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/MBR)
- Photography RAMS Sports
- Tailgate (with Grandstands) opens at 6pm
- Community Credit Union workers to help with parking
- EL Alumni Tunnel
- Invite Special State Team or Alumni 50th Reunion on field at Half Time
- Rally Towels
- 150th Alumni Shirt Sale (pre sale)
- Additional Porta Potties
- Satellite Parking at Sherwood with School Bus Shuttle Service
- Shuttle Service from ELHS with the team (parade thru town with fire truck and police escort)
- Battle of the Bridge Game in Auburn (Lewiston has agree)
- NOTE: This is NOT the last game being played at Walton
- Reserved seating for handicapped
- New Bleachers but no press box
- Will need Clean up crew from 930-1030pm

Saturday "Past" / Reunion

- Anniversary Park Tower Unveiling Ceremony, time capsule (Mamie?)
- Alumni Games in Pettengill Park (baseball, basketball, softball, football, lacrosse, field hockey) Hockey at NSBA 9am-4pm
- Senior Center Ribbon Cutting Ceremony in Pettengill Park with Pop Up Hall of Fame Museum and vender booths throughout the day
- Food Trucks set-up in Park 9am-4pm
- Ask **Todd (maybe John White)** Help set up Alumni Games: Current and former coaches to set up an alumni game for each sport
- Bill Buzza for Music connection
- Use the Media blast we should ask for Contact to help organize
- Alumni Reunion at Lost Valley 5pm-11pm
- Lost Valley will have a Baxter Trail 5k in AM (over around 1pm) with a mini Brewfest after with Auburn Brewery's, Baxter 5k Trail Race at Lost Valley 10am
- Bon Fire Outside and heaters (REC)
- Lite food available per Lost Valley
- Wallingford's with cider and donuts

- Bar on Site and satellite locations outside
- Free ticketing system with Eventbrite charge \$5 (More at the door)
- Solo artist to open up night 5-8pm, 8-11pm Farm House Project or Band
- Cornhole and other outdoor games
- 1,000 capacity inside at Lost Valley (outside opens)
- Parking is limited to 750 on site, will need to look into satellite and shuttle
- Plan B get tents for outside with heating units, can bring out patio heaters
- Bracelet for 21+ to cut down in line time
- Will need law enforcement for security for Mass Gathering Permit 500+

Sunday "Future" / Family Day

- 9am-1pm
- One Last Tour of EL, student lead tours
- Allow for El Building Committee to talk about new facility
- School Fundraising Efforts
- Breakfast or Food Trucks Wallingford, Waffle, Tripps
- Family fun run/walk on the track (4 laps = 1 mile)
- Family and Kid Zone component (inflatable course, face painting)
- Gather feedback on where to place the EL Statue on Campus

Other

- Celeste and Steph will get a School Dept. Committees together for Friday night and Sunday.
- Cindy is still organizing the going thru the Vault Closet at ELHS
- Logo made by EL Students Connect Shawn with Liz

Budget - \$15,000 allocated from the 150th Budget

Items we will need to account for:

- Hiring Custodians (Football game, Sunday Open House)
- Catering/Band/ Lost Valley Fee
- Portable Toilets
- Displays
- Fire/Police OT
- T-shirts and Rally Towels
- Family Fun Day expenses

Souvenirs:

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

Community Credit Union

- Looking to partner

- Supply Volunteers
- Possible \$2,500 donation?

Historical Society (Doug Hodgkin's)

- Looking to setup table to sell recent book about Edward Little
- Setup Friday at Game inside the Gym
- Setup Sat in Senior Center
- Set up Sat Night at Lost Valley
- Set up Sunday in EL for Open House

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) Historic Walking Tour was held June 8 with 18 people in attendance. WLU opened up for all who visited. A couple people on the tour were able to add information of historical facts to the tour which lasted about 1 hour 10 minutes. Since it was enjoyed by all, Rick is looking to do another tour on Oct. 19th at 10am.

Click or tap here to enter text.

Work in Progress With regard to the Properties Inventory & seminar, Rick mentioned that he hadn't had time to work on the seminar. Rachel mentioned that if we could, it would be important to at least try and do the historic properties inventory so that we would have something to leave the City at the end of the year. The seminar could hold off but we should try and do the inventory or at least start it. Rick said he would talk to the GIS office and Rachel mentioned that she will be meeting with Bates College looking for projects for students so she will see if she could get someone to work with Rick on the inventory.

WLU Fashion Show & Antique is ready to go on Sept. 14 with 5-7 antique cars as well as several vignettes of period times that people can walk through the house and view at their leisure. Posters were handed out to be distributed to help advertise the happening.

Rachel reported that the Shoe Exhibit has been very well received and viewed by people from all around. Most are amazed at how involved Auburn was in the shoe industry. There will be a soft closing of the exhibit around Nov. 4th to prepare for the holiday exhibit.

The Shoe Fashion Show which is part of the programming on shoes is being held on Sept. 20^{th} at Museum L-A. The community has been invited to participate by bringing in shoes that have a great story to tell or are very meaningful to a person. Entries are now being accepted. Posters of the event were distributed.

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

Will have WLU and Museum L-A forward info on the upcoming events.

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

Click or tap here to enter text.

Budgetary Needs/Impacts

A request will be entered by Museum L-A to help sponsor the shoe event and the soft closing of the summer months shoe exhibit.

Other Next meeting to be held Oct. 24, 2019 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.



PARTNER UPDATE

A NEWSLETTER FOR PARTNERS OF AUBURN'S 150TH CELEBRATION

EDITION 2 | **JUNE 28, 2019**

A Message to our Partners:

Once again, THANK YOU for your generous support of Auburn's 150th. We are grateful to have you by our side as we celebrate the heritage, history and honor of our beautiful City.

We are half-way through our year-long celebration and it has been an *amazing* journey so far! Thanks to your support, Auburn's 150th has been a *resounding* success.

New Year's Auburn was the most successful and talked-about event in recent memory. The bands (and food trucks) were SO good; attendance was astounding for a first-year event; and the weather cooperated long enough for us to get in an EPIC fireworks show! We can't wait for New Year's 2019!!

Our **Birthday Celebration** on February 22nd truly showcased Auburn's deep community pride. More than 30 "cake sites" across the city served more than 2,000 pieces of birthday cake! And we had a lovely event here at Auburn Hall to commemorate the day, including video messages from Senators Collins & King. Best of all, we welcomed Auburn's "**Sesquicentennial Baby**," born on 2/22/19 (see page 5)!

Memorial Day in Auburn was INCREDIBLE, with an epic, 70-unit, 2-hour parade attended by thousands; a hugely successful, first-ever "Art in the Park" juried art show; even a Civil War Encampment in Moulton Park.

Other events included: "Keep it Local, Auburn" week, which encouraged our community to shop local; "Earth Day, Auburn," which promoted community clean-up efforts; as well as a mile-long, guided "Historic Walking Tour" of Auburn's downtown historic buildings.

There is *much* more to come this year, including a fun "1965-66 Full-size Chevrolet Night" on Festival Plaza with music from the 60's and lots of classic cars on display; Auburn's Summer Festival; "Healthy Auburn Month" and the 2nd Annual "Riverwalk Blues & Arts Festival," in September; and our final signature event: "Come Home, Auburn," our giant Edward Little High School homecoming weekend!

We are proud to present these extraordinary community events with your support and participation! Thank you for making it all possible.













Mayor Jason Levesque & the 150th Celebration Committee

Advertising & Promotion:

Your participation as a 150th partner has been promoted far and wide, through printed materials (event posters, tickets, banners, etc.), on television, through web and social media, and more. We take our relationship with you very seriously and want to shout about our partnerships from the rooftops! Here are just a few examples...











SOCIAL MEDIA BANNER:

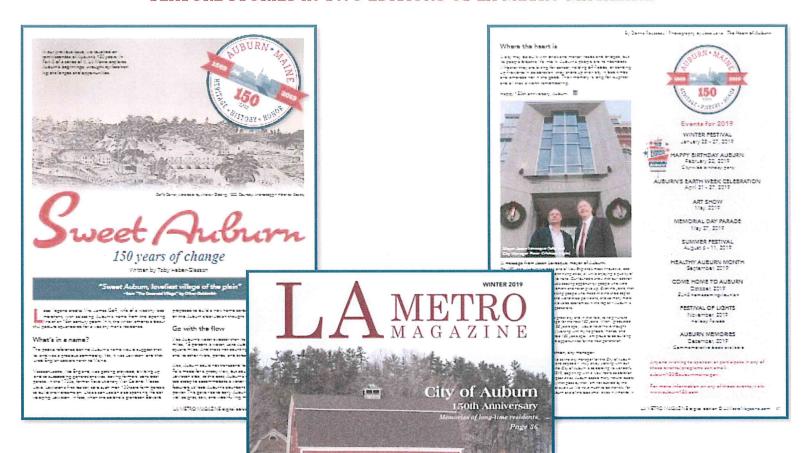
PROMOTIONAL VIDEO ON WGME & FACEBOOK:



SOCIAL MEDIA POST:



FEATURE STORIES IN TWO EDITIONS OF LA METRO MAGAZINE:

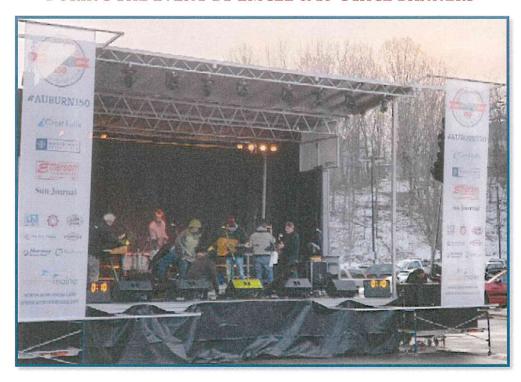


NEWS MEDIA COVERAGE OF EVENTS (WGME & WCSH):



Advertising & Promotion, continued...

SPONSOR RECOGNITION AT NEW YEAR'S AUBURN - DURING THE EVENT BY EMCEE & 16' STAGE BANNERS:



COURT STREET EVENT BANNERS:





NEW YEAR'S AUBURN!

Main Street/Festival Plaza 12.31.18

FREE EVENT! * STARTS AT 6PM * AUBURN150.COM





MEMORIAL DAY in AUBURN!

MAY 27 * PARADE AT 10:00AM
ART SHOW 9AM-4PM * WWW.AUBURN150.COM





BIRTHDAY &
MEMORIAL DAY VIP
INVITATIONS FOR
OUR PARTNERS:

2 SPONSOR BANNERS ON DISPLAY AT NORWAY SAVINGS BANK ARENA:



#AUBURN150







Sun Journal

















WWW.AUBURN150.COM
WWW.AUBURNMAINE.GOV

IMPACT:

A sampling of analytics from the past six months...

WGME Facebook posts

Impressions: 78,089

Clicks: 1,943

Reactions/Comments/Shares: 776

WGME E-mail blast Delivered: 25,000

Opens: 5,455 Clicks: 554

Sun Journal Facebook posts

Impressions: 70,138

Reach: 38,035

Sun Journal digital & homepage ads

Impressions: 63,214

City of Auburn Paid Facebook reach

Reach: 32,856

AND MUCH MORE!

City Facebook Events - 1 year:







Auburn150.com Analytics:

Users: 7.124 Sessions: 9,578 Pageviews: 20,583

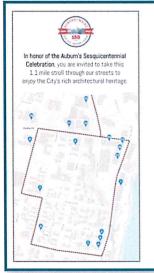
City of Auburn Facebook:

Followers: 3,798

17% increase since January 1, 2019

Historical Walking Tour:

Visit www.auburn150.com to download this fascinating self-guided walking tour of downtown Auburn's beautiful and historic buildings and homes.





















Auburn's Sesquicentennial Baby!

Here she is...our Sesquicentennial Baby! This little cutie shares a birthday with the City of Auburn. On our 150th birthday (February 22, 2019), sweet Miss **Ruby** made her *very* special entrance. Please joining us in congratulating her family!

As Auburn's Sesquicentennial Baby, Ruby will receive FREE Auburn Recreation Summer Camp from pre-school through the 8th grade, as well as some Auburn 150 "swag."



AUBURN150.COM WEBSITE:

If you haven't already, please be sure to visit www.auburn150.com - the official website of Auburn's 150th celebration. There is plenty of sponsor recognition

to be found - with links to partner websites.



