

Scarborough 350th Celebration

Scarborough 350th Anniversary Committee

Steering Committee Meeting

Tuesday, November 9, 2004

7:00 p.m., Scarborough Municipal Building, Council Chambers B

I. Call to Order

The meeting was called to order by Chairman Cardinal at approximately 7:05 p.m. members present were: Chairman Alan Cardinal, Vice Chairman Shawn Babine, Treasurer Annalee Rosenblatt, Correspondence Secretary Terry Babine. Other Steering Committee members present were Richard Murphy, Carol Rancourt, Jay Bishop, Patricia Dunn, Dale Temm, Sylvia Most, Steve Dougherty and Mary-Jane Dougherty.

II. Approval of Minutes

Annalee requested clarification to the minutes with regard to when our meetings would be held. The minutes reflected contradictory statements (i.e. every other month or every month). Meetings will be the 2nd Tuesday of every month.

Motion by Carol Rancourt and seconded by Annalee Rosenblatt to accept the minutes as amended/corrected, for September 12, 2004. Motion carries 12-0.

III. Business Items:

Nomination for Secretary: With the resignation of Linda Gordius, the position of Secretary must be filled.

Motion by Annalee Rosenblatt and seconded by Carol Rancourt to elect Patricia Dunn as Secretary. Ms. Dunn accepted the nomination. Motion carries 12-0.

IV. Committee Reports

Calendar Committee: Annalee Rosenblatt provided an update of on the Calendar sales. During the November 2, 2004 Election Day sales we received \$602.00; we have received \$541 in other calendar donations. The Staff at Town Hall (The Clerk's Office) has sold the most calendars, with Norway Savings Bank fast on their heels with eight (8) sold. Dale Temm, the organizer of the calendars thanked everyone who helped man the booth on Election Day at the polls. Jay Bishop made several suggestions for raising more donations with calendar sales, such as framing the 12 illustrations or getting real estate brokers to buy the calendars and gift out when a home is sold. Other ideas included selling dates for birthdays and anniversaries. Calendar display boxes have finally arrived. Dale Temm provided an update on other possible marketable items including blanket throws, mugs, sun-catchers. Dale attended a 'marketing' trade show that provided her with several ideas. She suggested that several items had small minimum orders – throws were \$32 for 100, \$30 for 125. Dale also remarked that there are many items that are not date sensitive (i.e. calendars). Ms. Temm thanked Annalee Rosenblatt for painting many of the Calendar Holders. Marketing the sales of the Calendar has begun. We ran an ad in the Scarborough Leader.

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Promotional Materials: Jay Bishop, our professional event planner brought forward ideas for having a 350th Store – open one day a week. Sutton MA sold \$250,000 in marketables for their event. He recommended that we visit their website. Additional suggestions included opening a store to sell our wares, publishing a newspaper catalog with our products.

Motion by Shawn Babine seconded by Annalee Rosenblatt to elect Dale Temm as Chair of the Promotional Materials subcommittee. Motion carries 12-0.

Shawn Babine and Steve Dougherty offered to assist with the Committee.

Logo Committee: Sylvia Most provided an update noting that The Current ran a feature article on the Logo Contest. The article specified the qualifications and restrictions to the contest. Ms. Most agreed to continue her work on this effort. Recommended doing the logo contest through the school. Having a 350th Ball and then revealing it then. Also, can have create a sticker or a large window screen to display the winner. Need to get out a generic information sheet out to the public=, through the kids – red folders – including logo contest. Trash trucks with the design of the 350th anniversary.

Route 1 Rejuvenation: Steve Dougherty provided a succinct summary of the groups efforts. Steve Dougherty – Route 1 Rejuvenation. From S Portland to Saco, group of 15 people, 2/3 never served on an Town Cmtee, owners and managers of establishments on Rte 1 – question we posed – suppose its 2014 and draw a mental picture – of Route 1 to Saco – what would you like to see – get the feel that this is a village – not a route 1 commercial industrial – does not want to take away from many business, want side walks and cross walks – safety first. How many more curb cuts should be allowed and what restrictions should be – spots currently inhabited but not on sewer. Reduce the width of the highway – more cars go through than if it is wider. We do not have the power or want the power to make companies to change. Can signs be made out of wood, rather than plastic or steel – aesthetics. Never seen such a strong community – this will be a can do committee. Maximum of 6 meetings – report no more than 10 pages – something very smooth, very quick and easily referenced. Not looking to take on the big picture – but have an overwhelming affect – looking to make some statement. What does it say to hit Main Street? Next meeting is next Tuesday at 10:00 11/16/04.

Sylvia Most asked about if the Cmtee is looking at renaming Route 1 – general consensus was to go to the State and ask them to make any change – and that is a tremendously arduous job.

Website – Shawn Babine made a formal presentation of the website. Emphasis was made that the website will be the critical and primary point of contact, including retrieving meeting minutes and other general information for the committee. Jay recommended changing ME to Maine and that we might want to consider password protecting certain documents.

Event Planning - A contractual agreement with In Any Event, Jay Bishop and the Friends of Scarborough 350th Cmtee for In Any Event to be the official celebration Event Planner has been fully negotiated and accepted by both parties. The signing ceremony will immediately follow this meeting. With the contract consummated the question now is “What’s Next!”. The Cmtee had a general discussion that the next step required us to come up with the goal of what type of events we want to have – screen each idea by the end of the year – possibly 30 events – determine if they are designed to make money, break even, cost us money, touch teens, families, seniors, or other population segmentations. What do we envision – Chairpersons for each event to be on the committee – or report to us as each event comes up – We can learn from other committees’ success? In the budgetary process, we should include ‘extra’ money to provide other community groups with grant money to host

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an event – people come to us for grant funding that would help them promote an event – are there events we want to enhance and not compete with – or are there other ideas such as the annual police canine event – we could host the event in Scarborough – Jay has made contact already.

The Committee discussed hosting the Russian Americans Kids Circus on Stage – age 6-18 ages – also Circus Smirkus (new England flare), performed at York and Wells 350th, sold sponsorship – Jay handed out the flyer from York – Manchester NH for St Patrick’s Day on Jan 2 – package deals- something for February vacation – learn more by doing something like this early – ties very well into the communities value with Gym Dandies. Circus costs \$10,000 a day for 1 or 2 shows – options to add a 3rd for 2M or night before for \$4M, must house and feed them – will not allow host families – Gym Dandies could sponsor the dinner. Tickets could be \$12 - \$20 – SHS 700 seats – show is 100 minutes – do we have control over when and where they can perform so that our sales will sell first – do we give free tickets. Formal report detailing specifics at the next meeting. Can contact Jay Bishop at Eventscentral@msn.com

V. Adjournment

Motion by Alan Cardinal, seconded by Annalee Rosenblatt to adjourn at approximately 9:00 p.m. Next scheduled meeting is Tuesday, December 14, 2004. Motion carries 10-0.