

MINUTES

**SESTERCENTENNIAL COMMITTEE
WEDNESDAY, FEBRUARY 22, 2023
WILLIAM L. PULLEN MUNICIPAL BUILDING MEETING ROOM
ONLINE NON-INTERACTIVE ON TOWN HALL STREAMS
5:00 p.m.**

Committee members present: Tracy Weed, Martha Johnston-Nash (Select Board Rep), Argy Nestor, Ruth Ann Senff-Wiemer

Others present: Bill Packard (Select Board)

1. Call Meeting to Order: at 5:00 p.m. by Argy Nestor

2. Minutes from last meeting:

Motion to approve minutes of January 25, 2022 by: Ruth Ann Senff-Wiemer

2nd by: Tracy Weed

4-0

3. Welcome (almost) new committee members Ruth Ann Wiemer and John Loker

4. Suggestion boxes: any new ideas? Martha

Martha shared ideas from the boxes. One was performing Roaring '20s dance. Another was recreation of 4th of July picnics at Picnic Rock, Round Pond. Argy said Picnic Rock is owned by Ralph Burrige's brother, and there is a picnic table on it. A third idea was car show/truck show, already on the list. Another suggestion was remembering the beginning: go back to 25(0?) years ago and do what they did on that day. Martha added we got 96 more cents, noting these were not intended to be money boxes.

Martha said Wayne (Kirkpatrick Sales & Rentals) wants to sponsor a reenactment. Argy said it's on the list and great to know. Tracy said it was Donnie Grinnell for the reenactment. Argy said he is head of the local chapter and could organize a reenactment; in his role he'd like to rededicate the Civil War monument on the Common which Argy said would be a good thing to include in the opening or closing ceremony. Martha thought closing, and opening the box would be one of the first things we'd do.

5. Update from Tracy and Argy on activities:

Argy said Keith, Tracy and she got together and laid out everything that was on the list: stuff just needing time and organization, stuff that would need just a little bit of money, and stuff that would cost a lot of money.

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They then put names with the ones that somebody or an organization said they would take care of. Martha said add the Chamber for Friday night concert and pie social; she is usually in charge of getting the band so will see whatever they think needs to fit.

Argy did a timeline for Friday through Sunday, July 24. Dedication of seven new trees was mentioned, and seven new benches going in (via town). Where the trees would go, among other things, would go to the select board. The benches might be part of the Sestercentennial, as their placement is being researched with the historical society.

Argy said Skip who owns The Green Thumb went to the old school, so we could buy the trees through him, maybe get a good deal, and the town crew would maybe actually do the planting under his advice. Tracy noted he lives in East Union.

Bill Packard noted the arborist for Farley lives in Union, first house on the left on Butler Road.

Drone pix were mentioned: perhaps a picture of everyone under age 21 for the time capsule, then everyone over 21. Timing and cost were briefly discussed.

Re: partnerships, Martha said generally the Common Market is the sponsor for the band. She added part of the pie social could be a blueberry pie contest.

Re: budget, Argy sent an email. Re: booklet, Martha asked about recouping funds through advertising. Argy said she did not put in any in kind, donations, or any guessing on business because they looked at Waldoboro's Facebook page, which listed what everything cost then asked businesses or individuals to step up and sponsor. She thinks we need to go to the town first, say this is our estimated cost; Jay decides how much goes into the budget with the select board and budget committee, then that amount goes into the budget with hopes the vote will be yes. Argy continued if there's anything we need to raise, we do a Facebook page, write letters to businesses in town, etc. including pre-selling t-shirts and hats with sponsors on them, pre-sold this Founders Day.

Argy said Jay said the budget normally is \$1,400 for Founders Day, given to the historical society. He put in \$3,000 but told Argy to send in a number. She added this doesn't mean we can't start doing stuff and may not need the full amount. Martha added she'd hate to ask for the full amount.

Martha mentioned the importance of aesthetics. Tracy said Waldoboro has limited edition coins, 300 of them, \$25 Argy thought which could supplement the budget. Argy's concern was the committee would be doing the heavy lifting, so doing fundraising along with that is a lot. Martha suggested a subcommittee and would not be surprised if Wayne helped with that. Tracy cautioned against too much weight for a subcommittee. Martha said word is getting out and thinks we will get volunteers for subcommittees: we just need to tell them what the subcommittees are.

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Argy asked would you call t-shirt a subcommittee, or fundraising a subcommittee, and promotion a subcommittee? Martha thought marketing/promotion would be a subcommittee, then maybe within that a couple of people who spearhead the clothing line. Argy put in somebody who's an expert marketer, for @ \$2,000, then they're responsible for all that.

Martha thought the booklet needs to be separate. Tracy did a similar booklet years ago and thought getting enough writers and contributors would be an easy enough lift: word docs and business cards. It would be more getting the content. Argy said the idea would be what's happened to update from the bicentennial: what's happened in the last 50 years. Ads would then not only support but also document the last 50 years. Argy said in memoriam also welcome.

Bill asked if the committee was comfortable with the budget timeframe, adding the 2024 budget is not going to be available until July 1, 2024 due to the fiscal year. He suggested making a list of special things they need: someone to handle marketing, fundraising, etc. as we have many "hidden talents" – a good thing – here in our community.

Argy said the thought is this will be the from beginning of July and completed at the end of Founders Day.

Martha asked about the mural. Argy said it will be designed by children as well as adults, with a muralist, having some public art in the community which at this point we don't have. It will be painted. The muralist she has worked with has done over 400 outside murals. Location TBD.

The parade was discussed. Argy said it was not an item the historical society said they would work on. Bill said the fire department used to do it. Consensus was all parts of town should be represented. Ruth Ann said she's interested; Argy said she could form a subcommittee. The parade is a biggie. Bill may help and is helping with Waldoboro's. Bands were discussed, with Bill reminding that the high school band has to be requested well ahead.

Argy asked if there is anything we should just delete, noting most items on the list have names attached. Items that do not have names attached include: pet show, car show, beard contest. Friends of the Fair was mentioned, re: the high school car show, and Argy added it to the nonprofit list. Tracy suggested older model Owls Head Transportation cars, not just muscle cars, or a combination thereof. Argy said it would be fun also to have cars in the parade; perhaps convertibles with veterans in the parade, also Eva Burns, Janice Harriman, and the Kahns.

These items will be revisited at the April long meeting.

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6. Budget – submit – February 23:

Martha brought up trees: seven trees at \$500 means they would be fairly large. She was not sure they'd fit on the Common. If not seven trees for Seven Tree, this should be investigated. This line item may be too high.

Tracy said it depended on what kind of tree. Argy suggested determining how many trees had been lost from the Common. Martha thought three or four. Bill suggested contacting Skip Starr of Green Thumb. Martha suggested running it by the historical society. Argy said a business may want to buy a tree.

Re: the budget, Argy said Martha would be the voice and it's important she be comfortable with whatever is submitted. Bill and Martha said Argy could be there to answer questions. Bill went over the budget process and said the more information, the better. Martha will also see what Wayne has in mind.

7. Timeline/schedule of events:

8. T-shirt (and poster?) – who will take the lead:

Create a “call for artwork”

Deadline for announcement and submission

Decide on selection process

Printing, color, etc.

Both of the following fairs have information online for their calls:

Union Fair poster call for artwork – announced in Dec., deadline Feb. 10 9 (five months before the fair). Artist receives \$750.

Common Ground Fair poster call for artwork – deadline August 2 (13 months before the fair). Artist receives \$2,500.

Argy said they talked about doing this with the turnaround time being they would be printed by July, Founders Day, so we could sell them then and also at the fair. We had talked about doing both adult artwork (age 15 and up), and kids' artwork (under age 15). Maybe on the Facebook page we could say if anyone wants to be a sponsor for this, we could have the business name on the t-shirt then we'd have that funding to pay up front for the t-shirts and hats. We need to decide deadlines and who wants to take the lead. Argy will be away until March 13. Martha will be, as well; she said she can take the lead on getting the shirts and the caps done but not the part leading up to that, the artwork.

Argy said putting together an announcement could be fairly simple. Getting it out there would probably require a press release. Art selection people will be needed. Martha said if, sometime mid-May, we get those choices made that is plenty of time.

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Argy said if she gets on it when she returns, and we get the call out by April 1, and make the turnaround mid-May we'll have it by July (hats and shirts). Martha said the t-shirts would probably be screen printed and the hats embroidered.

Tracy said we need to repurpose that artwork for save-the-date cards, posters, etc. Those would need to be done up for the local businesses, Union Fair, Founders Day this year, Waldoboro Days in June, etc. It could be a quick turnaround (Staples). Argy said whoever sponsors the t-shirts could also sponsor/have their name on the posters. Ruth Ann said you could have multiple sponsors as with, in her experience, mini-triathlons.

Argy will take the lead on that. Tracy and Ruth Ann offered to help.

9. Waldoboro June parade – Union participation:

Consensus was it would be a good place to promote and also community connection. Argy raised the question, what is our participation going to look like? She suggested cardboard painted head open characters walking around such as Mr. Thompson, a giant blueberry, and the gazebo. Instead of doing a float, which is huge, maybe we could get a convertible and have the blueberry queen ride in it, and it could be in celebration of announcing the sestercentennial in Union. Ruth Ann said quick, easy, and probably doable.

Tracy thought the characters might be confusing. She suggested a small float, with perhaps a snowmobile trailer with a gazebo and people walking around handing out flyers. Martha liked that idea.

Bill said if you did something like that, you could also go to the Lobster Festival and Thomaston 4th of July parade. You would want the dates on everything. Jerry Joly could do banners. Tracy will take the lead on this.

Date of Waldoboro's parade is June 27.

10. Next meeting suggestion: have a work session for 2-3 hours to allow time to go deeper in planning – week of April 1 or April 8. March meeting also?

Date of extended meeting is April 12.

11. Other business:

In answer to Argy, Ruth Ann said she had mentioned Brian Powers re: agricultural aspects about blueberries.

From past minutes, a barbershop quartet was mentioned. Consensus was it could be the entertainment for the pie social.

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Argy said the school is applying for funds to have Chrissy Fowler, dance caller, come and teach traditional dances for a gathering at school. The hope is to have that same caller come and do it at the old town hall. They are doing research on the dance halls that existed in Union; the old town hall is one of them.

12. Set next meeting date: March 29, 2023

13. Adjourn:

Meeting adjourned at 6:13 p.m.

Respectfully submitted,

Sherry Abaldo
Secretary