

MINUTES

**SESTERCENTENNIAL COMMITTEE
MONDAY, JULY 17, 2023
WILLIAM L. PULLEN MUNICIPAL BUILDING MEETING ROOM
ONLINE NON-INTERACTIVE ON TOWN HALL STREAMS
6:00 p.m.**

Committee members present: John Loker, Martha Johnston-Nash, Ashley Brown, Tracy Weed, Argy Nestor, Ruth Ann Senff-Wiemer, and Bill Packard

Missing: Sherry Abaldo, Matt Blazek, and Keith Siegel

Others present: John Blodgett, and Bill Maxwell

- 1. Call Meeting to Order:** at 6:00 p.m. by Argy Nestor
- 2. Minutes from last meeting:** None.
- 3. John Blodgett and Bill Maxwell on Waldoboro's Sestercentennial:**

They said they had an after-action meeting. They met every two weeks for about 13 months total. They started with eight members then had a 12-member core. They kept their meetings to one hour.

They did not initially plan a three-day event but rather "Waldoboro Day on Steroids." It grew to three activities on Friday night, a full day on Saturday, and a pretty good day on Sunday. They had 24-25 activities, not including independent activities going on in town anyway (movies, bingo, etc.). Tracy confirmed they oversaw them all. They delegated a lot, for example the Friday night bean supper was done by a church, and all they had to do was advertise and promote it, as with the lodge and chicken barbecue on Sunday. The Baptist church provided a free pancake breakfast on Saturday morning. The chicken barbecue was \$20 a meal (based on the price of the chicken). George Field of the Warren lodge was mentioned as someone who helps other lodges.

Choosing dates was discussed.

In answer to Tracy, they said they did 250 copies of the book noting you can always go back and republish it after the event. They did 300 commemorative coins with a plan in place: they released them around Christmas time, and they flew. Had they run out they would have done another version in either the silver or the antique bronze; they would have done the silver one next, but they didn't quite run out and still have maybe 20 coins left.

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Re: t-shirts, they sell better if you can keep the dates off. They had a sponsor pay for them. Everything went back to the historical society to sell after the event. Out of 500 t-shirts, they might have only sold 120 of them, with the rest going to the historical society. They t-shirts sold for \$20 each. They did not do hats.

In answer to Martha, they got a sponsor for the back cover of the book (Scott Murray, Hillside). They used a sponsorship form which John will leave behind. Scott gave them \$3,000. The 250 books came to approximately \$2,285, and he got the back cover which he wanted to focus on Waldoboro not on his business. They also had a dedicated page inside the book, and probably 50 or so sponsors and partners who donated money with their names listed. Martha confirmed they were sponsors for other things. The importance of a deadline was emphasized, and putting in a blurb “these are the people that donated at the time of the printing.”

In answer to Argy, they said they thought levels of sponsorship worked very well for Waldoboro. They actually went to the businesses. They had event sponsorship, for example a road race for which Storer’s Lumber gave them \$1,000 to help fund. There was also \$1,000 for activities, to help coordinate utilities, porta-potties, electrical, the stage, etc. They had \$1,000 sponsorship for the community dance, \$1,000 for the opening ceremony, \$2,000 from Jeff Payson of Northeast Transport for a shuttle bus. They did not do a clam shucking contest because they did not get a sponsor for it, but they had a business give a donation to recognize that Waldoboro is the clam capitol of Maine. Re: coins, they asked Dana Dow if he would initially pay for the first 300 coins (approximately \$2,200) with a paper explaining who the person on the coin was and, on the other side of the paper, “with compliments of Dow Furniture” and their logo.

They did not get \$6,000 sponsorship of the parade, but there were the fireworks, t-shirts, cornhole tournament, etc. with sponsors. The majority of donations came from their partners. You could be a bronze partner for \$125, silver for \$250, gold for \$500, platinum for \$750. That was where a big chunk of the donations came from, and they put that money where they needed it. These were local organizations, businesses, and personal donations again not for any specific event. In answer to Tracy, they did not stick to just Waldoboro.

Road race details were discussed. A road race is normally part of Waldoboro Days. John was getting contact information.

In answer to Argy, they said they sent out a sponsorship form. It was first come first serve. They hand delivered probably 90% then followed up. They started around September. They included stamped envelopes.

Tracy said she could come get the book template.

They provided a donation receipt so businesses could take tax deductions.

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They used a facebook page. They also explained how to get and use the sestercentennial logo on their advertising, for contributors, and vice versa – their logos were on sestercentennial advertising. That was part of sponsorship levels. The high dollar amount sponsors had banners in front of the stage for the weekend, then they got them back.

In answer to Martha, they said for the stage they used Mike Davis Entertainment out of Fairfield. He worked with them in 2013 for the fire department anniversary. He gave them a good deal and was great. He does everything; the band just plugs in, he does sound checks and whatever. He brought the stage with a cover.

In answer to Argy, they had music performers Saturday after the parade, 1:00 p.m. to 10:00 p.m. They had a musician playing Sunday at the barbecue, which was held at the Masonic lodge. The committee advertised, and it was a fundraiser for the Masons.

Medomak Design out of Waldoboro designed their logo, was with them from day one, and great to work with. They started with save the date cards. In answer to Ruth Ann, they sent the cards to businesses, did some mailings, hit all the parades and different events, had a stack at the town office, libraries, and all the car shows.

Martha asked what they had to pay for in the parade. They said two or three Shrine units, Slugger the Sea Dog (backed out due to rain), Lincolnville band (also backed out due to rain), etc. Slugger would charge \$100. They mentioned the LL Bean boot and Moxie. They tried to get Cabin Masters but they were going to charge approximately \$10,000. They had oxen, horses, etc. One of the selectmen cleaned up after the animals.

They raised around \$40,000 with remaining proceeds going back to the historical society. They presented a check for \$14,500 to the historical society. The town gave them the budgeted Waldoboro Day funds of \$1,000.

In answer to Martha, who asked about any particularly special or popular event, they said they had four or five big bands planned. The parade started at noon rather than 10:00 a.m., then people went right to the field and started activities. The parade was about two and a half miles. It lasted just over an hour and included 55 to 60 groups. They used one 44-passenger shuttle bus, which was also used to get people to the opening ceremony at the old German church which has limited parking. They should have booked the shuttle bus earlier.

All that went on in town was the road race and the parade. Everything else was at the Miller School.

In answer to Argy, they said Saturday was the biggest crowd, as anticipated. The cornhole derby was run by the Cornhole Connection of Waldoboro. Kathy Lunt does them at Mic Mac.

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In answer to Bill, they said the Home Run Derby on Sunday did not draw a crowd. They went over their schedule, which was out by May. They printed 1,000 total. People asked for a printer-friendly version from facebook. They had a fundraiser with comedian Juston McKinney which drew 140 people.

In answer to Martha, they charged \$20 for the book and have probably 58 left, which will go to the historical society to sell and make profits from.

They briefly discussed Waldoboro's time capsule, advertising, word of mouth, and facebook. Jim Letteney got involved in the advertising bandwagon: WCSH, Don Carrigan, and LCTV was locked in from day one and started building a plan. There will be a premiere show some time this fall. LCTV was walking around the parade, had cameras out all weekend, etc. They paid \$5,000 for this including recording interviews. They hope to premiere it at the Waldo. LCTV puts a lot of these shows on their website.

Tracy said our historical society has the old reel to reel from Union's bicentennial, and Argy said a second one just of the raft race. John Reilly was mentioned.

John and Bill offered to share notes from their committee meetings.

In answer to Argy, they said they had eight or 10 kids' activities going from 1:00 p.m. until 7:00 p.m.

4. Updates from committee members:

John wanted to know if they wanted to do a road race or a triathlon, and when. Planning, materials, and costs were usually between \$1,500 and \$2,000 (according to Bill Stinson). A band would be \$400 to \$500. He discussed a triathlon being more complex and expensive than a 5k or 10k road race. It's a 12.2 mile loop coincidentally around Crawford or Sennebec, he noted. He brought up parking and bathrooms vis a vis the fairgrounds. Consensus was do it a different weekend especially if a triathlon. He will keep exploring and come back with options.

Argy noted Ruth Ann would be a good resource. Bill suggested reaching out to Bill Stinson, asking if he'd take this on, and if we have to get a sponsor. John reminded you could charge \$25 or \$30 registration. Argy noted Bill Stinson always made it an event with beer and music, so it could be another way to generate excitement about the upcoming sestercentennial weekend.

John said he's reached out to a couple of tri clubs and an organization called Tri Maine which helps set up triathlons, such as Tri for a Cure. Sanctioned events are expensive.

Ruth Ann wanted input on the parade route. Discussion followed. Once the route is decided, Argy said it should get to Jay so he can set up road closures, etc.

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Ruth Ann said she is still waiting to hear about the Clydesdales in Missouri. Argy is working on getting the governor. A pipe band is on board and a single piper, Avens, who could pipe at the rededication of the monument and who grew up here Argy said. We have stilt walker Chloe Keller who will also do a workshop with students. She got hold of the draft horse and wagon people from Leonard's Mills Days; the thought is that a representative from each of the founder's families could ride in a wagon. She is waiting to hear back re: cost.

Ruth Ann also heard back re: food trucks. She said Tracy knows a lot about it and said we should coordinate it with the fair. According to Matt Elwell, the fair is the week before this, so the trucks would already be there. He will share the list with her. Tracy and Ashley will get the Freedom Riders info to Ruth Ann. Patriot Riders (motorcycles) were mentioned.

Argy brought up how to get fire departments from each town. Waldoboro had its fire chief coordinate this.

Martha said the hats are underway. The first two plus dozen have been embroidered, and they have sold some. There are choices including mesh. Argy will talk to Karin at the historical society about offering hats, maybe t-shirts, save the date cards, and wooden nickels at their table at the fair. Martha said a run of t-shirts is 50 and thinks they should hold up on more due to cost and it being early. Tracy wanted to talk about t-shirt sponsorship and the historical society partnership.

Tracy said we have the coins (wooden nickels) and thanked Don for sponsoring them. She put together a save the date card template. She passed some cards out. The first cards did not have the logo. Ashley suggested Shutterfly as a cost effective way to print them. Tracy said the coins were sponsored by Maine Outdoors. Her uncle Jimmy Wallace did the art at no charge. Argy and Keith coordinated with the printing company. No committee money was spent on them.

Re: medallions, Tracy started an email thread with the same company that Waldoboro used. She is getting the information together and waiting to see how things settle with the historical society agreement, and figuring out what we want on both sides of the coin.

Re: the float that Tracy's husband put together, they are prepared for the Lobster Festival parade and looking for volunteers to hand out wooden nickels and cards. She bought Tootsie Rolls to hand out also. The Lobster Festival has very specific rules, one of which is you need to put the candy in the person's hand. Thomaston has good guidelines; the Lobster Festival has another level. She will share both. "Remembering '76" is the parade theme.

Tracy said she has not yet reached out to Pat Hood, Parks and Rec, re: the map of activities.

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Argy said no word from Sherry contacting Steel Pro. Matt emailed his update. Ruth Ann will reach out to him. Bill and Argy talked about birdhouses via a vis Matt's email. Tracy said her husband can get all the stuff since her father made them. Argy will get more info from Matt on birdhouses and a bronze plaque for the bandstand.

Tracy said several people noted, at the pie social, that the bandstand needs some love. Martha said the town is responsible for it and suggested checking if it's on Jay's radar. Argy said that can be assigned to Matt as he is checking on who owns the Common map and other items on the Common.

Argy said the committee still needs to be more effective in its communication. Google drive seems effective. She will follow through with getting Tom Farley at the August meeting re: planting trees.

5. Letter of agreement with the historical society:

Committee members had a draft of a letter in front of them.

Motion to move forward to get the agreement acceptable to both the Sestercentennial Committee and the historical society, and then once it's done send it to the town for their approval by: Bill Packard

2nd by: Tracy Weed

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Martha brought up #4, "the UHS shall not be liable for any financial loss." She asked how it would be guaranteed. Tracy said they are only going to write checks on what we give them for invoices. Argy said whatever our expenses are we will be submitting an invoice for reimbursement, and they won't pay out from their own account. She added that Keith will be the point person tracking the \$10,000 from the town and whatever money comes in to the historical society (for the Sestercentennial). In answer to John, Tracy said the town is managing the \$10,000. John said so writing checks you have to determine which account it's coming from. Argy concurred saying that's why it's important we know what our costs are going to be.

Waldoboro paid out approximately \$1,200 for their parade.

Argy recapped sponsorship letters and support of local businesses. Bill thought it important to discuss what the \$10,000 would be used for. Martha had mentioned porta potties/infrastructure. Bill said we should have a good reckoning when we go back to the town. Argy said Keith is willing to take the lead on that. There was further discussion of finances.

6. Other: None.

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7. Adjourn:

Motion by: Tracy Weed

2nd by: Martha Johnston-Nash

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Meeting adjourned at 8:02 p.m.

Respectfully submitted,

Sherry Abaldo
Secretary