

## **OOBMITS Committee**

**Meeting: Monday January 30, 2017**

**Location: Old Orchard Beach Town Hall Council Chambers**

Present: Kim Schwickrath, Wendy Chase, Demi Kulacz, Pat Brown, Helene Whittaker, Amy Wright, Megan McLaughlin

6:00PM Meeting Convened

### **ITEM 1:**

#### *Fundraising Discussion*

#### **OOB Memories Night:**

- Do the people who commented on the Facebook pictures live around here – will they come to the event?
- The event was going to be held in February but with the chance of bad weather in February, the committee decided to make it for **March 11<sup>th</sup> from 2-5PM.**
  - People can come and go during that time to write down their memories. The suggested donation for the event is \$5 and there will be an OOBMITS table as people walk into the Brunswick.
  - When people come in, they will be looking for their specific photos to write their memories on so the plan is to set up the hallway as you walk into the Brunswick with sheets showing small versions of the photos and have them numbered. There could be 10 photos per sheet. It was suggested to have 2 sets of each to prevent a bottle neck. With 60 photos it would be 12 sheets total as you walk into the Brunswick. There will be signs above that show 1-10 here, 11-20 here, etc. so people know where to look once they enter the Brunswick.
  - The idea was to keep the handwriting that people write their memory down in so that it is authentic.
  - Each photo will be ID' d with a number and an envelope underneath that people can put their written memory in. Each envelope will have big letters on the front and the slogan at the top.
  - There will be 60 photos around the inside of the Brunswick and backerboard on each with Tyvek envelopes tacked under each photo with signs above showing where each number is.
  - Committee members will be walking around the room talking to people and explaining what OOBMITS is.
  - On the pieces of paper that people will receive when they enter the Brunswick, there will be space for people to include their name as well as a release/disclaimer statement. The suggestion was to cut an 8 1/2 by 11 sheet of paper in half and have that be the sheet to write the memories on.

- For the disclaimer to be able to use the comments/names in the book – it was suggested that it be reviewed by an Attorney, is there one that would be willing to donate their time?
- Because it says “give credit to...” on the back of the photos, that means they are not copy-written and can be used with credit given. The ones without “give credit to” on the back we will have to look into.
- The purpose of this event is to raise awareness of the OOBMITS project, the future plans are to capture the memories in a book with the original copy at the Historical Society.
  - The front of the book could have a collage with a number of different photos to attract attention to the book.
- The Committee wants to reach out to retirement/assisted living homes. Saco/Biddeford, Pines/Dunegrass, good contacts are: Jason Webber, Roxanne Frennette, the Birches, Post Office, Pines, Ocean Park. A lot of retirement places have an Activities Director that we can send an email to. The Maine Veterans Home, PR for the project. We could reach out to the Chamber Directors for both Biddeford and Saco as well and contacts in Portland.
- Student Volunteers might be able to help hang photos up on the wall.
- Save the Date post on Facebook. Megan will work on creating the flyer.
  - The name of the event will be: Got Memories? And on the poster we can include an old photo that got the most likes/comments on Facebook and “remember when...” “my Dad used to take me...” “every Sunday afternoon we used to...” and thought bubbles.
- The advertising will again be through Facebook and posters hung up around Town. As well as the outreach to the retirement/assisted living homes.
- One of the main sells of this project is that people will have memories be a permanent part of OOB.

### **Review of the Maine Community Foundations Grant:**

- We received rejection letters for 2 grants for the OOBMITS project so far. This will be grant #3 and there is a good chance of it getting funded since it has funded MITS projects in other communities in the past.
- Include more information about Kim Verreault, she is a teacher of Hospitality and Tourism and information on this should be included.
- Committee members will send information on their background to include under the committee details.

### **Other Fundraising Events:**

- Beef & Brew event during the May timeframe – this could be a “summer kickoff” event!
- Ghost tour in the summertime or historical tour – similar to what we did for the haunted walk.

**Facebook Page:**

- Any other posts to keep people engaged? The Committee talked about turning the “did you know” posts into trivia posts. We could use trivia out of Dan Blaney’s book with permission and trivia from the haunted history walk.
  - Other ideas: Who knows when the Got Memories night is?
  - True/False: We’ve reached our goal! No, please donate now!
- Roller skating rink in OOB: There used to be a white building, not far from Palace Playland that was near the beach for skating. There was a skating rink where a side was open and you could see the beach in Misquamicut Beach Rhode Island. Megan will send a response to our Facebook follower to let her know.

**NEXT MEETINGS ARE SCHEDULED FOR FEBRUARY 22<sup>ND</sup> (COUNCIL CHAMBERS) AT 6PM AND MARCH 8<sup>TH</sup> AT 6PM (BRUNSWICK)**