

## OOBMITS Meeting Notes 03/08/17

### In Attendance:

Helene Whittaker, Demi Kulacz, Pat Brown, Noelle Castle, Wendy Chase, Lee Koenigs, Kim Schwickrath, Amy Wright, Liz Gotthelf (Journal Tribune), Tom Lacasse (Brunswick Owner), Patrick Cardon

### **Brunswick Setup:**

- Two sets of 11x17 photos will be in the hallway as you walk in the Brunswick, another set will be inside the Brunswick on 2 easels with 3 on each. The 11x17 photos will be taped to posterboard so they stand up on the easel.
  - 2 easels will be displayed as you walk through the door into the Brunswick.
- The suggestion was made to put the “check-in” table with the donation jar, etc. on the left as you walk into the Brunswick that way the backdrop is the photo of OOB.
- Any minors that show up at the event will need to be accompanied by an adult because of the waiver that has to be signed.
- The displays from the Historical Society: Fire, Amusements and Schools and the Salvation Army photos will be displayed in the hallway.
  - There will be a floater in the hallway of the Brunswick to ensure none of the displays are stolen...HELENE will be the floater.
- It was suggested that the envelopes be flipped over with 2 tacks on each side to hang them up.
- Posterboard with #rs 1-10 HERE will be hung from the ceiling with tacks.
  - AMY to provide letters & numbers for the 1-10 here signs.
  - The letters & numbers will be put together on posterboard at the time of the event so we know what numbers go where.
- The committee discussed with Tom and the band can be moved back until 4PM so that there is “quiet-time” for people to write their memories.
- The committee talked about setting up a “quiet space” in the hallway outside and scatter two round tables with an 2 easel boards and the 11x17 photos and people can use that area to write down memories.
  - MEGAN to create a sign that says “Quiet Area”
  - MEGAN & PAT to coordinate to obtain 4 easel boards.
- The committee will arrive at 11AM on Sunday to set up the Brunswick.
- PARKING: DEMI will check with King Weinstein to see if we can park at the Mt. Royal Hotel, there is also parking at the SOHO and the right side of the street (ocean side). MEGAN to create signs that say OOBMITS Parking Here to direct people across the street. TBD to provide stakes for the paper signs? There is also parking up at the library and Memorial Park.
- MEGAN will send the poster to Tom at [TomLacasse@ymail.com](mailto:TomLacasse@ymail.com)

### **SALVATION ARMY EVENT:**

- The committee talked about attending the Salvation Army event from 11-1PM possibly if it works with their schedule and we can bring photos with envelopes for their memories.
  - **MEGAN** to reach out to the Salvation Army and see if this time works and get back to the Committee.

### **TO DO:**

- Print 75 copies of each of the styled memory boxes: **MEGAN**
- Print OOBMITS Contributions with Logo for donation jars: **MEGAN**
- Send OOBMITS Logo & Committee Member names to Noelle: **MEGAN**
- Provide lanyards: **LEE**
  - **MEGAN** to send reminder email
  - **LEE** to send email to **NOELLE** about the size of the lanyards
- Print Name tags with OOBMITS Logo & Committee Member names to go in lanyards: **NOELLE**
- Print a third set of 11x17 photos for easels: **MEGAN**
- Tape 11x17 photo sets on posterboard to be displayed on easels: **TBD?**
- **MEGAN** to stop by the library on Saturday between 2-3 to pick up photos from **LEE**.

### **ITEMS TO BE PROVIDED:**

- Tacks – **MEGAN**
- 4 Easels – **MEGAN & PAT**
- 4 Posterboards - ALL SET
- Painters Tape or Frog Tape – **TBD**
- Extra Donation Jars – ALL SET
- Table – **PAT**
- Name Tags & Lanyards – **LEE & NOELLE**
- Arrows – ALL SET

### **DISCUSSION WITH PATRICK CARDON:**

- The size of the panels can be altered.
- The informational panel is typically 47 inches wide by 64 inches high with a color map in the middle.
- It was discussed how the process typically works for raising funds for MITS. Patrick explained that it's typically a group that raises funds and the Town can put in help through labor/organization and collecting funds.
  - If the project falls under the Town, any donation made to the project is tax deductible.
- There is a 10-yr warranty on each of the panels. There was an issue with the printer in Biddeford when their panels were printed so they received a new set of panels at no cost to the community because they were under that warranty.
  - Some panels have been up since 1993 and they are still in existence today with no issues.

- If the panels are vandalized by graffiti that can't be washed off or hit by a snowplow, how quickly we needed a replacement panel would let us know how much it would cost. Typically, replacement panels are done through an existing order. For example, if OOB needs a replacement panel and Scarborough is placing an order for panels, then OOB's replacement panel can be in with the cost of the Scarborough panels to cut down costs for OOB.
  - There is a formula that can remove graffiti gently if it's easy to remove.
- **MEGAN** to look into insuring the panels through the Town!!
- There was a lot of discussion about mounting the posts and typically it's done with a cement post in the ground, holes dug with an auger and tubing. Typically the posts are 51 inches off the ground and the below the frostline. Locktight screws are provided. The quote that we got for the posts for each of the panels does not include the backing plate. **MEGAN** to get this quote updated to include the backing plate information.
- With the large panels, businesses can be listed at the bottom of the panel. There is also space to include sponsors, donors and different categories of people. For example, the Biddeford panels have an underwriter and a sponsor for each of the panels.
  - There is also an option for recognition on the brochures. On the back of the brochures there can be text that says: Made possible by...and business logos can be included as well.
    - The story that is shown on the large panel is also reproduced in the brochure.
  - Patrick provided us with samples of brochures from other communities, OOBMITS could reach out to the same banks that are in those brochures to ask for funding for the project.
  - For manufacturing the brochures the OOBMITS committee will work with someone who will present different types of brochures and layouts and let the committee choose the design, after that the committee gets the file to print however many we want.
- There is an option to create OOBMITS bookmarks.
- There are a lot of ideas for an opening day event to kickoff the panels, for example, in Minneapolis they had a tent with a band and singers.
  - Justin Trudeau?
- *COST JUSTIFICATION*: The committee had some concerns about the cost and how to present this to business owners to get their buy in and the justification was that the \$650-\$700 per panel is not so much the size/material of the panel (even though it's a durable composite), it's because of all of the work that goes into translations/layout and the professional people that have to put the time into this. There is also time for proofreading and corrections. It was recommended that the OOBMITS committee does not do translations only because MITS does standard French that people speaking different dialects can understand. There have been issues in the past with communities that provide their own French for the panels. Unless

- the committee can guarantee that the translation will be standard French, it's not recommended. It typically takes a month of work to get the layout, translations, etc. completed and this includes figuring out the size of the words/print and where to split the text, it takes time to juggle where the photos will fit with the title, size and number of photos.
- The panels do not fade in the sun and one way to sell to businesses is that they are getting at least a 10-year advertisement for a donation of \$600.
  - The photos on each of the panels are embedded. They are printed on a sheet and embedded with a coating as the panel is printed slightly rough. If the color fades, the committee can take photos and send to Patrick Cardon and we will receive a new panel free of charge if it's within the 10 years.
  - The panels are produced/fabricated in Canada. MITS has an agreement so there is no tax on the panels.
  - The map on the large, intro panels is always in color and in the same style so it's recognized.
  - The composite on the back of the panels is made of formica.
  - We need to use ORIGINAL PHOTOS for it to work, copies are already pixelated. If we have no choice but to use copies of photos, we will have to use a de-pixel program first.
    - The process for providing photos is that photos are blown up in size and then scanned in the computer. If original photos are used and scanned in at 600DPI, those are fine to be sent without having to be blown-up. The process can be done with postcards. **MEGAN** to discuss all of this with **DAN BLANEY**.
  - OOBMITS doesn't have to have 20 or 25 panels, we could have between 20 and 25 so we could choose to have 21 or 23 panels. It was recommended that we walk the street and choose locations based on that. We can also do custom panels.
    - We discussed sites that aren't within walking distance of the downtown sites and how we might be able to include those we it was recommended that we can include a symbol of a bike or a car and people can drive/bike to the other sites. The panel needs to be in a location where people can safely pull off the road to see it.
  - The map that goes on the introductory panel can include trails, trees, parks, churches, Town Hall, beach activities, etc. **MEGAN** to discuss with **AMY** the potential of her students working on a project like this when it comes time to create the brochures.
  - It was recommended that the Town website be used as a platform to show the MITS project and bike trails.
  - To mount panels on buildings, it's best if their on brick buildings.
  - There was a discussion about QR codes and it was recommended that they aren't used because they take up a lot of space and people do not use them.
  - There was also a possibility of using a phone app if people want to include a virtual museum (such as the Historical Society) and people can visit the

- museum while they're doing the walking tour. **MEGAN** to coordinate with **PATRICK** to get the name of the person who does the app who is paid by the marketing and a small annual fee. The cost depends on the number of people coming through Town that use the app.
- The OOBMITS committee needs to come up with a 1/3 deposit on the panels. **MEGAN** to coordinate with **PATRICK** to get the contract signed and get his documentation on panel heights and fundraising ideas.
  - **MEGAN** to meet with **DAN BLANEY** to work on write-ups. It was recommended that they be short & exciting sentences.
  - The number of signs that we have can be a working number, we could also have a large sign if we have a lot to say about the site. These can be custom sizes. Maybe this could be used for Palace Playland/Palace Ballroom?
    - The typical size of signs are 20x20, 20x40 or 48x67 for the large sign.
  - The signs should include the Town logo on them that way they are identified as Town property and if they're damaged, more severe penalties apply because the damage was done to Town property.