

OOBMITS Meeting Notes 03/20/17

Meeting Convened 6:00PM

In Attendance:

Pat Brown, Demi Kulacz, Megan McLaughlin, Helene Whittaker, Amy Wright

ITEM 1: Follow-up from Brunswick Fundraising Event

Memory Book:

- The OOB Memories event went well, however, many people did not know that the event was happening nor did they connect the memories event to OOBMITS. There is still a disconnect with people on what OOBMITS is. Because of this, the committee decided to create an ad or infomercial to be shown on Channel 3 and posted in other locations that would describe what MITS is. A lot of seniors watch channel 3 so it's a good platform to reach out to them. The committee agreed that the video should be no longer than 10 minutes so it keeps everyone's attention. A couple of suggestions for people to reach out to: Guy Fontaine's son who does media work as well as Justin Chenette – he has a camera, stand and editing system and might be willing to help the committee. Amy has him coming in on Friday to do a class presentation and will reach out to see if he'd be interested in helping the committee. Aside from Channel 3, there is also another channel that does local interviews and profiles people in the area – we could see if we could get on their show as well. Megan and Amy will work on writing a script. The video should include information on: What is MITS, a walk of the route and graphics/old photos. This script can be used for the infomercial as well as talking with businesses at the Chamber of Commerce. The costs of the panels should be broken down so that people have an idea of what goes into the cost, it should also be emphasized that people go around and do these MITS tours based on the name of the company.
 - The video we make should be a professional video. What might be easier is making the video and doing a voice-over. Talking live on the video can make things complicated and it would almost be like producing a movie.
 - Extreme Aerial does drone videos of Town and they are very enthusiastic about Old Orchard Beach – this could be an opportunity for them to advertise if they are interested and willing to help.
 - The video for Facebook could be done with a drone: it would be shorter and easier for people to share.
 - Facebook should be a public domain. Need to check with Town Attorney to see if we can use the memories that people have shared in our book. We could also send individual messages to people letting them know that we love their memory and would like to utilize it in our book and ask if they'd be willing to sign a release to publish it. People don't have to share their full name.
 - If this doesn't work we can share photos weekly that didn't get a lot of comments and ask for people to provide their memories.
- Because we didn't get a lot of memories at the event, it was suggested that people can mail in or drop off their memories at Town Hall. The disclaimer and memory

sheets could be posted on the Facebook page. Facebook outreach will be a big piece to get people to write their memories.

Tri-Fold Displays:

- Kim Verreault has space at the Chamber of Commerce and would be willing to display the tri-fold with photos on it.
 - There is going to be a board meeting at the Chamber that we can give a presentation to and present to the board what MITS is. It was suggested to bring an example of a panel to this meeting. One point to bring up is that businesses could share the cost of the panels and each have a logo. In addition, businesses might want to have their panel somewhere else as opposed to the one in front of their business for advertising purposes and to attract attention to their business.
- Locations to have the displays: Library, Historical Society, Chamber of Commerce, Town Hall, Schools (Alumni Basketball game – could coordinate with that event).
- A tri-fold could be located at the Ballpark during one of their events at the t-shirt stand and we could ask for donations for the project there. Need to check with Guy Fontaine to see if that would be okay.

Photo Posters:

- The idea of the photo posters is to do a before and now photo of 4 sites...8 photos total and sell the posters with the sites on them as a fundraiser for MITS. Joel at Palace Playland might be willing to provide a photo of what Palace used to look like. Other places suggested were Noahs Arc, White Hall, and the Pier. Pat is working with John Bergeron to see if he had any photos to share. The Brunswick was mentioned but only if the committee can find a photo of the pool that used to be where the patio is now.
- Dan Feeney has an idea of someone who can make the posters, he goes through them for his photos. The layout of the poster is suggested to be a splash of OOB then and now with recognizable sites.
 - It's recommended that the size of these posters be around 13x19. With smaller posters it's easier to buy frames and find spaces on the wall to hang the posters. It would also be easier for local gift shops to sell the posters.
 - Noelle knows a place that could help design/produce the posters. At the bottom it could say "thank you for Fullcourt Press" on the bottom as a sponsor. The committee would have to come up with some funds just to pay for the layout.

ITEM 2: Beef & Brew

- It was suggested that the committee should spend more time getting the word out there about what MITS is prior to holding a beef and brew event. This event should be held as a fundraiser once people have a better idea of what MITS is all about.
- Frank from Ocean Park who came up with the idea of a beef & brew might have more information that he can give to the committee before we hold the event.

ITEM 3: Selling Individual Site Panels

Kenny Paradis Idea:

- Tom Gillis has \$500 for a bench and can come up with funds for the St. Margarets panel. The committee was wondering if we could order one panel as a kickoff so people see what the panels are like and have it at St. Margarets with a photo and a small write-up of Kenny Paradis. The panel will be funded and the committee understands it could cost extra to have it separate. Patrick mentioned ordering replacement panels as part of an existing order – this could be an option to get one panel early.
- Megan & Pat to coordinate with Tom to figure out: who is writing the history on Kenny, who will be providing the photos and what is his vision for this panel.
- We will check to see if the bench in front of St. Margarets already has a plaque on it and if not, a plaque for Kenny could go there as well.
- The panel could be sponsored by “the friends of Kenny Paradis”
 - **Kenny Paradis Foundation, 2 inch blurb in the bottom right corner because they’re raising funds for the panel.**

Photos/Write-Ups from Dan Blaney:

- Megan is going to meet with Dan Blaney and get his schedule to go over the photos/write-ups. Once these are completed, we can begin bringing them to the businesses.

Other Ideas for Fundraising:

- It was suggested to hold a silent auction and see if people would be willing to donate jewelry pieces and gift cards. Places suggested to reach out to were: Hannoush Jewelers, Beach Bagel, Egg & I, Big Daddys, Bell Bouy, Beachology.
 - **Silent auctions are a lot of work. We should wait until we’ve raised funds at other events first.**