

## OOBMITS Meeting Notes 06/26/17

Meeting Convened 6:00PM at the High School Office Conference Room

### In Attendance:

Pat Brown, Noelle Castle, Wendy Chase, Frank Gwalthney, Demi Kulacz, Susan McGinty, Megan McLaughlin, Kim Schwickrath, Helene Whittaker, Amy Wright

### **ITEM 1: Poster Fundraiser**

#### *Review Draft Posters & Discuss Any Changes*

- The banners at the top of the posters are going to change. The mustard banner at the top of the Palace Playland poster, for example, will change on the other posters to be a shade of green or purple.
- The committee discussed using another “NOW” photo of Palace Playland. There are two photos that were provided to the committee by Paul Golder that might work on the poster in place of the picture of the square. The committee agreed that the square with the trees/benches don’t look good. It turns the poster from being one of Palace Playland to being one of the square with the doors down at Palace Playland.
- Circa/Established dates will be added to each poster for the “then.”
- A box/panel will be added at the bottom in the same color as the poster for “thank you” and “photo credits.”
- It was suggested that the Pier Fries poster be cropped so that more of Pier Fries is shown, not Bills Pizza. The committee decided that people won’t know what it is if it is cropped too much. The owner of Pier Fries loves Bills Pizza and it was suggested to keep the photo as is. Cropping the photo too much will make it harder to stretch onto the poster as well. A blue background is going to be added to this poster instead of the white.
- The committee reached a consensus that the poster of the Pier is the best and looks great.
- For the poster of the Brunswick, the committee talked about what people will look for when they purchase that poster and it was suggested that this be a 3-shot design like the Pier and show more of the nightlife associated with the Brunswick as something that people can relate to. The committee discussed that it’s hard to capture the nightlife and that the poster should focus on history/architecture. The nightlife should be kept as a separate poster. It was suggested that next year, there could be a “nightlife” poster theme. The committee also talked about switching the two photos so that the older photo is on top.
- Photo credits will be given to Steve Girard who made a special trip to take the drone photos and Robyn Arsenault who took the photos.

#### *How Much to Sell the Posters For*

- Each poster size is proposed to be 13x19.
- It was suggested to have flat sleeve bags available for the posters.

- The posters should be made of semi-gloss paper so they don't stick to the inside of glass frames.
- It was suggested to go online and see how much 13x19 posters are selling for and base our price on that, however, \$10 seemed good to the committee. If we sell 400 posters at \$10/each, we would raise \$4,000, less the cost of the design.

#### *Events to Promote the Posters*

- Businesses downtown that sell frames might be willing to also sell our posters and make a deal that our posters can be sold with their frames.
- August – Art in the Park event.
- Ocean Park Art Shows – first Saturday of August.
- Founders Day in Ocean Park.
- Farmers Market at the Ballpark.
- Table on Thursday before the fireworks, need to obtain a Special Event Permit which we will get for every Thursday and plan to be there one night. If it goes well, we can sell them again another night.

#### **ITEM 2: Infomercial**

- It was suggested that we hold back some information from the write-ups and not give every piece of information about the sites in the infomercial.
- The video shouldn't be longer than 3-5 minutes, maybe using the intro paragraph of each of the Dan Blaney write-ups would be enough.
- Robyn Arsenault could take photos to use as part of the video with a credit at the bottom.

#### **ITEM 3: Selling of Panels**

- The committee talked about the Kenny Paradis and Ronnie Boutet panel/bench down at the Brunswick and using that as a kickoff panel to sell the panels once they're already in place. A write-up for Ronnie has already been written. The sea roses in front of the Brunswick will be trimmed and crushed stone will be put down with a bench and a panel.
- Megan will reach out to Patrick Cardon about getting a panel that we can use as an example.
- The tour could start at the library (intro panel there) because that is where more people would gather as opposed to Portland Ave. The square could also be a good starting point or the Memorial Park Gazebo.
- People will likely pick and choose which sites they want to go to.
- It was suggested that we should hold a haunted walk over the summer to raise funds.
- The panel write-ups are very factual, maybe some memories can be used on the panels as well.

#### **ITEM 4: Ocean Park**

- The square in Ocean Park, on OPA property is a great place to locate panels so people can see the 1890s vs. today in Ocean Park.

- There are people in Ocean Park who could pay for the panels. We need to get an idea of cost and commitments.
- If some of the panels get support in Ocean Park and people see “we are supporting this panel because of...” this will get more people interested in purchasing a panel.
- “Maine Avenue Group” people could split the cost of the panel over a street/group.
- There are some sites in Ocean Park where the panels could go on private property.
- An introductory panel could show a bike going down to Ocean Park to get to the other panels.
- The OOBMITS committee is moving forward with fundraising for the project. The OPA can also move forward with getting it approved. However, if the OOBMITS committee is ready to go with the project and the OPA isn’t ready, the project won’t be held up.

### **Other Business**

- The OOBMITS Committee talked about getting together to brainstorm who can be targeted for each site to get someone to support the panel.