

OOBMITS Committee

Meeting: Wednesday July 6, 2016

Location: Old Orchard Beach Town Hall, Council Chambers

Present: Helene W., Jerry G., Lee K, Megan M., Pat B., Susan M

12:00PM Meeting Convened

ITEM 1:

Fundraising Discussion

- **Review List of Businesses/Organizations and Identify Priorities**
 - Recommendation to outreach to all restaurants
 - Add to list: Hotel Owners
 - Ocean Park Businesses to reach out to not on the list:
 - Cottage Designs
 - Ocean Park Grocery
 - Goosefare Trading
 - Yellow Finn
 - Outreach to King Real Estate (KRE) – Hazard Mansion Connection; Pirates Cove; Kevins Electric; Landscaping Companies – ACME, Blackbear; Tammy Lins; Dolche Crème Café; Life is Good; Saco & Biddeford Savings; Plumbing Business – Ocean Park Plumbing, Lasher; OOB365; Rotary; American Legion; VFW; Salvation Army
 - Recommendation to have a special focus within a radius of each panel – Generation of foot traffic within this area into businesses – this could be a draw on the letter for them.
 - MITS should be published in the Chamber brochure and the magazine brochures that go in each of the hotel rooms
 - We need to keep a database of everyone that makes donations so that we can send a thank you card and remind people of the amount of their tax deductible donation. It was recommended to include a box saying “if you want a thank you note...check this box” similar to what they do with animal shelter letters.
- **Outreach Letter**
 - Received an email from Wendy C. with some edits to make to the letter: Change “any” Town to “our” Town in the first line, fix the last 2 items in the bulleted list, address where on the panel the dedication will be placed and the size, add a box on the back of the letter to show where this will be.
 - Helene recommended editing the bulleted list to read as follows:
The goal of the tour is geared towards making our community better known as one;
 - * Rich in history
 - * Educating through historical images and anecdotes
 - * Full of things to see and do
 - * Worthy of spending more time
 - * Promoting economic vitality
 - * Welcoming to new businesses

- In the third paragraph down it was recommended to change "...tax deductible donation of \$100 or more" to "...tax deductible donation."
- The last 2 sentences in the third paragraph were edited to say "We are also offering commemorated panels for \$1,000 each." People can choose what they want to have on the panel it doesn't necessarily have to be "in honor of" someone.
- The last paragraph should be edited to reflect whether the funds will be coming from a GoFundMe Account or a Municipay Account.
- The letter should be signed "Megan McLaughlin, Chair, OOBMITS Committee"
- The back of the letter with photos of the panels should include sizes of the panels or something for size comparison.
- It was recommended that there should be different levels of giving and these should be named after historic people in OOB: Staples, Millikens, Cummings, etc.
- The Committee would like to know where and what the size of the dedication on the panel will be and how permanent it will be.
- DPW to install, what are our options?
- We need to sign a contract with Patrick Cardon and get a final cost narrowed down including the post and plaque and our installation discussion with DPW
- Aside from the letter, the general public can be reached by an article in the Journal Tribune, Louise's email thread, posters in Town Hall, Library, and the Historical Society – the poster should be shaped like a panel and the same size to draw attention

ITEM 2:

Grant Applications, Committee to Review?

- The "Board of Directors" for the grant application should be Larry and the Town Council
- The reason we are applying for the grants for this project is for education purposes and we would like to shoot to have the grant cover the project in its entirety.

ITEM 3:

Facebook Page Promotion

- Megan mentioned we're now up to 62 likes on Facebook! One way to interact with Facebook followers is to pick 1 site per week and do a "Did you know" post with photos of what the site looks like currently and a description with photos of what used to be at the site. We could do one for each of the panel locations and some other historical sites in Town.

ITEM 4:

Other Business

- We will need to be mindful of Ocean Park locations
- The Ocean Park property committee brainstormed some locations ideas and the Ocean Park Association had some concerns regarding the financial impact to them and resident concerns. It was recommended that they have a public hearing to get comments from the public regarding the project.

- The Committee will need a decision date in place for Ocean Park, it's recommended to get the lead time from ordering to delivery from the vendor, how long it will take to install from DPW and come up with a decision date from there.
- It was recommended in the Fall to have a "History Day" maybe down at the Brunswick to promote the project and to raise funds.

1:30PM Meeting Ended