

## **OOBMITS Committee**

**Meeting: Wednesday October 5, 2016**

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

Present: Pat Brown, Helene Whittaker, Kim Schwickrath, Megan McLaughlin

10:00AM Meeting Convened

### **ITEM 1:**

*Fundraising Discussion*

#### Haunted Walking Tour:

The Town Council approved the walking tour at their meeting on 10/4.

We need to create a Facebook event posting through the OOBMITS page and include an area for volunteers to sign up.

There are a number of potential volunteers including someone to dress as the “Man in Black” from the UFO story in the script. We need to solicit more volunteers!!

It was decided that the tour can start at the Atlantic Birches Inn where we will have Cider and Donuts and make its way down to the Brunswick where they are hosting a Halloween party. There is the potential for a promo to be offered for people who participate in the MITS haunted tour. The committee would offer wrist bands to those who participate in the tour so they can get the promo. Pat Brown will look more into this and talk to the Brunswick. Helene Whittaker offered to provide wrist bands.

Including high school kids – can we solicit anyone from the drama club to volunteer? Megan to check with Amy Wright and see if she had any interest.

There is someone who works at the High School who is in charge of community service and might be able to use this event as a community service event for students. Pat Brown will follow up on this.

Kim Schwickrath has a number of haunted history books that have stories we could use as part of the walking tour.

On the right side of the website, the MITS logo should be included with a FMI page that includes how to volunteer/donate.

A MITS Booth will be set up at the Atlantic Birches Inn with brochures/information about MITS.

It was discussed that the haunted walk should be something that should continue throughout the summer, the Fire of 1907 occurred in August, it’s possible that another haunted walk could happen around that timeframe and also get tourists involved.

The committee talked about the possibility of including a drone or a plane for the Charles Lindbergh part of the tour.

Additional meetings scheduled to go over fundraising were scheduled for Wednesday October 19<sup>th</sup> at 6PM in the Planning Department and Thursday October 27<sup>th</sup> from 5:00PM-6:30PM for a run-through of the haunted walk.

Information to add to the tour poster includes that it ends at the Brunswick halloween party and that there will be no rain date for the event. It is harder to get volunteers for an event that has a rain date so it will be held rain or shine.

Posters should be hung at Dunkin Donuts and Panera Bread. Louise could send out the information on the event on her email thread. It's the Committee's hope that a press release could be sent out the week of the 19<sup>th</sup>. There could also be information included under the "things to do" section in the Courier and the Portland Press Herald.

The 104.7 radio station might put an ad out about the event on their radio station.

Liz from the Journal Tribune might be willing to do hula hooping at the event.

## **ITEM 2:**

### *Other Business*

#### ***Panel Discussion/Ocean Park***

The committee made the decision to include Ocean Park in the second phase of the project due to the lengthy process.

Additional panels will be added on East Grand with the potential for a transitional panel to be put up in between Palace Playland and the Ballroom.

The tour will be limited to 22-23 panels which will also help raise funds for the project quicker.

There are a number of sites that look hopeful for business-owner buy in on the project including:

- Brunswick
- Pier
- Palace Playland
- Rite Aid – Corporate Office, Manager of OOB Store
- Historical Society
- Town Hall

### ***Business Involvement***

Megan spoke with Dan Blaney and will work on getting packets together to present to the business owners about the project. Additional sites to include: Butler House and the Ocean House on West Grand.

It needs to be looked into whether or not the post cards can be blown up to be on the large panels.