

Museum in the Streets Committee
Meeting: Monday October 26, 2015
Location: Old Orchard Beach Recreation Department

Present: Megan McLaughlin, Dan Blaney, Leta Bryant, Steve Bryant, Pat Brown, John Bird, Kimbark Smith, Amy Wright, Linda Cornish, Barbara Ultsch, Kim Schwickrath

6:02PM Meeting Convened.

Item I:

Introductions/Review Packets

- Each packet consisted of an example brochure from the Town of Kennebunk – provided by Dan Blaney.
- The meeting agenda.
- A visual depiction of each panel that is part of Kennebunk’s project.
- A packet with technical information on the project/concept information on Museum in the Streets.
- A news article on Kennebunk’s Museum in the Streets project.
- A map showing the general area where the initial project will take place – Old Orchard Street

NOTE: If you need a packet, they are available at the Old Orchard Beach Town Hall – Planning Department, I will also have them available at the next meeting.

Item II:

Description of Museum in the Streets

- Megan gave a brief description of Museum in the Streets. It is a historical walking tour of the Town – each panel must be within walking distance of one another and visible from site to site. Dan Blaney explained this is because it would make things confusing for tourists/residents to get into a car and drive out to Portland Ave, for example, to go to the Cummings House.

Item III:

Preliminary Locations/Panels

- Since the panels have to be within walking distance, we cannot have panels all over Town. The project will start on Old Orchard Street and expand out to Ocean Park with a second Museum in the Streets project over time based on the success of the first tour.
- Dan Blaney highlighted places in the Old Orchard Street area from his list and has a couple of additional locations to add.
- Dan Blaney stressed the need to pick apart each location and decide which ones are best to keep – are there any that we are missing or any that should not be on the list? This will be done at the next meeting.
- Barbara Ultsch mentioned that we might be able to put footprints from site to site so people can walk on Old Orchard Street and be guided between the panels. It also attracts attention and encourages people to look into the project.

- Pat Brown mentioned that we should put QR Codes on the panels so that people can use their smart phones to get more information on the history and the project.

Item IV:

Funding

- Patrick Cardon from Museum in the Streets provided the Town with a quote for panels and recommended the Town use a 5% cushion for numbers to reflect the changing costs, with that cushion the panels amount to:
 - ❖ 20 small panels and 1 large panel (introductory panel): \$15,245
 - ❖ 25 small panels and 2 large panels (introductory panels): \$19,341
 - ❖ 30 small panels and 2 large panels (introductory panels): \$21,913
 - ❖ Each additional large panel including shipping is \$1,400.

The cost of the panels includes designer's work, translation of texts, providing proofs, corrections, preparing the printing discs, fabrication and delivery, and the finishing brass hardware. The Town would need to have posts made – Kennebunk made their own – we can contact them for more information.
- Megan mentioned that some signs can be placed on the side of buildings with the Owner's permission which eliminates the need to purchase posts.
- Linda Cornish speaks French and will help us with the proofs and corrections of the panels to ensure any grammatical errors are corrected.
- The reason we need to have 2 large panels is so that people can start the tour at one end and work their way back or at the other end depending on availability of parking, walking distance from their current location, etc.
- Patrick Cardon from Museum in the Streets mentioned to Megan on the phone that on the large panel we can say "project made possible by..." and include businesses who contribute to the project.
- Patrick Cardon also mentioned that we can have dedications made "in HONOR of..." not in memory of. In Old Orchard Beach people can purchase benches and trees and dedicate them: Costs/Bench: \$500, Costs/Tree in Park: \$250
- Megan brought up that we could pay a narrator to conduct walking tours and charge for them. Dan Blaney mentioned the need to pay a narrator to go out and conduct these tours 5 days a week – how would we pay them and split the costs with Museum in the Streets? He also mentioned they put together a script for the Trolley and one of the barriers was that there were a lot of French speaking tourists and the narrator did not speak French.
- Kim Schwickrath said they have headsets at Alcatraz that people can rent and choose their language to listen to the tour. How could we get a French speaking person involved?
- Barbara Ultsch mentioned that one way we could raise money for the on-going cost of brochures is to sell souvenirs like mini-plaques on key chains or t-shirts that can be sold at stores such as Rite-Aid and other stores along Old Orchard Street. If a person is walking up to Rite-Aid to look at a panel they might be interested in purchasing a souvenir of the tour to bring home. In addition, there could be a film/CD of the tour for tourists/residents to purchase to generate revenue for the project.

- In the brochure, we could include some other historic sites as well so people can research other sites in Town as well.

Item V:

School/Student Involvement

- Barbara Ultsch mentioned we can reach out to Biddeford Volk or the Old Orchard Beach High School woodworking shop for help creating the wooden posts.
- Amy Wright mentioned that Sandra Lord would be a good contact to see if we can get any alumni involved from the High School.
- If there are artsy students, we could have exhibits showing the historic sites and they can generate revenue for the project at the event.
- Dan Blaney mentioned an excerpt on Baldo TV based out of Montreal. They have 3 20 minute excerpts on the Town of Old Orchard Beach, maybe this is something we could have students participate in?
- Dan Blaney could provide “then” photographs and students could create a CD depicting the walking tour of the sites and showing what it looks like now.
- Perhaps we can reach out to other communities in the area – Biddeford, Saco, Scarborough, Ocean Park, etc.
- Kimbark Smith emphasized the importance of civic engagement at school. Perhaps there is a place for project-based learning (a multi-dimensional approach to learning) – in a project they did with the Conservation Commission 4th grade students broke into groups based on their interests and worked in 2-hour sessions. These sessions emphasized teamwork, multimedia, and researching on their own.
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Item VI:

New Business

- Patrick Cardon from the Museum in the Streets would like to come down to Old Orchard Beach on **December 16th at 11AM**. How many people would be able to make this meeting? He is commuting from Cushing, ME so he would not be able to come to a night meeting.
- We should schedule a trip to the sites in the Old Orchard Street area to visually see the distance between sites.
- We should also schedule a trip to Biddeford and Saco to look at their Museum in the Streets projects to get an idea of what we are looking at doing.
- Amy Wright mentioned that we should reach out to Lee Koenigs at the library to get access to old maps/photos.
- A separate meeting will be held for a few people who were unable to make it to this meeting, Megan will reach out to them to schedule a mutual time to get together.

7:15 PM the meeting adjourned.

A doodle poll will be sent out to schedule the next meeting.

Thank you all for coming!!