



February 22th, 2016 Kennebunk Festival Committee Meeting, 4-5PM

Present: Jack Bates, Susan Plass, Nancy Galloway, Samantha Abelson, Lynne Abelson, Brian Costello, Jill LeMay, Pat Nichols, Jason Woloszyn, Mandy Nelson, Linda Johnson, Madeline Turison

Guest: Laura Dolce & Alaina Tridente from the Chamber

- January 11, 2016 Minutes
 - Motion (Pat), Second (Nancy) to accept the minutes as written.
 - Motion passed with all in favor.
- Winterfest Recap
 - General Notes:
 - **ACTION (MANDY):** Contact Cathy Nolette (Town Manager Secretary) to sync up the press release contact list.
 - **ACTION (MANDY):** Cobble together the pictures of the event and get to Caroline for sharing.
 - Soup Contest
 - Overall
 - Was a huge success with 8 restaurants participating and ~125 adults voting.
 - Children's choice award – next year include an award that is won by voting by children only, perhaps would provide additional interest of restaurant to win the kids over and get the folks in the restaurant.
 - Transportation
 - The bus was cancelled due to conflicts.
 - Evaluation of the event showed that it is not needed for future years.
 - Participating Restaurants
 - The Chamber volunteered to assist with contacting the restaurants for future events.
 - Kennebunk Free Library –
 - Children's Activity – Bird Feeder Craft
 - About 20 – 25 kids participated
 - Tended to come in large groups
 - Overall fun activity for all engaged
 - Some concern on peanut butter allergies
 - Waterhouse Center Activities
 - DJ was well received
 - Horse and Buggy was full the entire time



- Amateur Skaters
 - They did an awesome job and enjoyed the event themselves.
 - The limited time on the ice was good for the public
 - Seemed the pause beforehand reduced the number of spectators in addition to the timing of the soup contest
- Fire Twirlers
 - Did a great job – earned a large photo in the local paper ☺!
 - Fuel reimbursement – twirlers giving the money back to Joel
- Trivia
 - Was a ton of fun for all ages, well received
 - Not needed to segregate the age groups for future events
 - Need to integrate trivia from an engagement/involvement perspective into future festivals
 - White board of winners worked well
- TV Interview – was a success and the Town & Committee was well represented
- 1776 Event
 - Nancy/Lynne attended the prior Selectman's meeting and communicated that the Committee did not feel that this is something we want to take on at this time
- Committee Communication
 - Copy Nancy/Linda on all communication
 - Reinforced expectations for clear and open communication to involve all members of the committee to ensure transparency and prevent any issues.
 - Reinforced for all members to try and reply all to communication on festival activities.
 - **OLD ACTION (JASON):** Contact town IT (Rich?) to evaluate establishing a list serv.
 - **OLD ACTION (LYNNE):** Obtain information on the current group email address on the town website, how to access, password, ...
- Music on Maine
 - All on track with fundraising
 - Approval received to close the street
- Summer Event
 - Nancy/Lynne suggest changing name to **SummerFest**
 - Mandy motioned, Jack 2nd -> all in favor -> passed
- Logo's
 - **ACTION (MANDY):** Align them across the festivals, start with establishing a baseline
 - Nancy/Mandy to look at the banners
- Advertising
 - Need to define the need for advertising



- What is the reach for each festival, expectations of the committee to increase traffic for community and business
- Note: mainetoday.com it is free to add calendar items
- SummerFest
 - Need to add to the tourist news
 - **ACTION (Nancy):** Bring the costs of the advertisement to next meeting
- Open Concerns
 - Selectmen Liaison has been absent from committee meetings.
 - Barry to talk with selectmen to identify a solution or replacement
- Discussion Items
 - Winterfest badges were a big hit and enable the staff to be easily identified to help facilitate
 - Vests or some form of attire for 'event staff', including name tags
 - Mandy motioned, Nancy 2nd -> all in favor - > passed
 - Potential sourcing is A&W in Arundal
 - MayDay highlights/update
 - Little league estimate ~550 participants
 - Pancake breakfast at Duffy's
 - First press release is out
 - Parade/food/musi planning in progress
 - Tables for vendors:
 - Waterhouse Center (28ea) -assigned \$50; about half gone
 - Lafayette (17ea) – first come first serve \$30; about half gone
 - Rotary park (15 ea) –first come first serve \$30;
 - Next meeting Friday March 11th, 9AM – in the chamber conference room
- New Business
 - The Chamber Visitors
 - Presented the plans for their 3 day event - Launch – A Maritime Festival
 - Occurs across 3 towns with vaious events at multiple locations
 - Come events are gratis, some event require fees
 - Holding a signature event at the WHC
 - Would like to work as a sub committee
 - Event is Sat June 18th 11AM-2PM
- Reference Information
 - Review of planned events and dates
 - Hometown Celebration – July 2nd, 2016
 - May Day Parade – May 7th, 2016
 - Music on Main (PTO) – July 28th, 2016