

Friends of Casco Bay Community Engagement Committee meeting minutes

Tuesday, May 15, 2018, 4:00 – 5:00

Gulf of Maine Research Institute, Commercial Street, Portland

In attendance--Board: Sandy Marsters (Chair of Committee); Seb Milardo, Bud Higgins, Malcolm Poole, Derek Pelletier, Ann Thayer, Dan Brazeau (via phone) and Staff: Cathy Ramsdell, Mary Cerullo, Will Everitt, Sarah Lyman

Update on Harpswell House Party (July 17)

Lew & Liz Incze will be hosting around 60 people at their home on Long Point Road in Harpswell. Will had a phone meeting with Liz. They discussed possible Host Committee members, including their neighbors and Judy Woodbury. Cathy and Will are going to review our list of Harpswell Members to see who else we can suggest to invite to be on the host committee. Since this is not a huge house party, we will be inviting a selected number of Board Members to join us at the event.

Sandy spoke about a new neighbor and that Cathy has advised him that a great way to invite him closer to our work is through an invitation to our House Party, especially since he lives in Harpswell.

Still looking for another venue for a house party; open to suggestions

This was shared to keep the Board updated. Bud asked a great question: Is it anxiety-producing to have to find locations each year, and if so, should we get venues lined up in advance? Will & Cathy answered no, that we have ongoing conversations with many potential hosts. Some years, things fall into place easily, which was the case with the Inczes this year. Other times, it doesn't, such as one other location that the hosts had originally offered this year, and then decided next year will be better. Both of next year's events feel pretty solid so we do try to plan ahead.

If we find that we won't have a second House Party this year, we'll consider a different, second event combining a celebration/rollout event for two new Volunteer Programs and a fundraiser.

Color by Numbers

The beta testing of Color by Numbers has started off well. Thank you to all the Board Members who have participated thus far and provided feedback. We have made changes in light of the feedback we've received, and we will continue to grow this project this summer.

Maine Media Collective

The [Bollard broke a story](#) & [Portland Press Herald did a story as well](#) about the allegation of sexual harassment over many years at Maine Media Collective. We have a contract with them to provide in-kind media coverage and publicity for our Wild & Scenic Film Festival. The communications staff brought this to the committee to share what we know about the situation and suggest that we break that contract. The value to us is about \$5,500 in visibility in exchange for listing Maine Magazine and Old Port Magazine in printed materials, social media, and more, making them visible in our world. This is one partner we may not want to promote, as we are concerned that the staff could have to spend time responding to comments about this.

The committee encouraged Cathy to break the contract using a response that does not assume guilt, with a plan to follow up with management as appropriate, and report to the board.

Film Festival Update

We have received \$6,000 in sponsorships as of last month. We are hoping for a few new sponsors. We send sponsorship packages to Maine businesses in our database that do not currently give \$300 or more. Last year, cash sponsorships totaled just under \$18,000.

Will is planning to send emails to Board Members who have relationships with the businesses that we have already solicited, to encourage those who have not yet committed.

He will follow up with letters for raffle items. We invite you to use the introductory letters to inquire at places you normally frequent and make requests. Gift cards of \$30 value and up are ideal. The earlier we secure these items, the better, because then we can publicize the items. We package items together, making each raffle package worth \$300-500.

Committee members shared that live auctions are not as successful as they used to be, and this raffle generates great participation at the Film Festival.

SpringShare

Friends has been a MaineShare Member for decades. MaineShare solicits workplace giving, much like United Way, for progressive Maine groups. They have a new event this year: SpringShare, a one-day event to encourage folks to donate to MaineShare or specific member groups. We are participating, encouraging people we know to donate to us online through this effort. We see it as a good way to encourage people who do not yet support us to do so.

There are some associated events, one hosted by Coffee By Design, which is donating 10% of their proceeds that day to MaineShare, and others at Bayside Bowl and Rising Tide Brewing.

Seven Seas Cruising Association

Sandy shared that this association focuses on one area of world at a time; this summer it is Maine. Sandy will work with our staff to write something for Facebook to pitch Friends and our pumpout boat.

Points East

Sandy shared that there is a new editor at Points East magazine (which Sandy founded). Sandy will meet with FOCB staff to brainstorm ideas to pitch, including, Color by Numbers, Water Reporter, and our Pumpout Service.

Development Metrics

Will shared the FY18 Development Metrics in advance of the September Board Meeting, where the Development staff will do a deep dive into the data. At a future committee meeting, we will have in-depth discussion and invite you to review these metric beforehand and raise questions to address before the whole Board meets.