

TOWN OF CAPE ELIZABETH

FORT WILLIAMS ADVISORY COMMISSION

DRAFT. Meeting minutes August 20, 2015

Present

Lise Pratt, Joe Kozlowski, Chris Corbett, Suzanne McGinn, Chris Straw, Terry Ann Scriven and staff member Bob Malley. Not present: Mark Russell

Fort Williams Foundation Chair Bob Ayotte

CE citizens present: Peter McFarland, Imogenne Altnauer

Lise called the meeting to order at 7:01

Approval of July 16, 2015 minutes on 4-0 vote, Terry Ann Scriven abstained.

Citizen Opportunity for Comment

No citizen comment

FWPF Update

Bob Ayotte reported the Tom's of Maine Volunteer workday was very successful with 150 people participating. New signage has been installed and the introduction of identifying markers are being used. The FWPF Children's Garden fund is within \$15,000 of reaching their goal and has entered into the construction planning phase. The fund includes stewardship of the Children's Garden for 5 years. Night at The Light a night to remember. Attendance was approximately 3000. Post concert survey generated a 25% response. 96% of respondents would come again. Bob presented financials for the event and shared his experience of putting on a large event. FWAC recognized Bob, the Night at The Light Committee, and the Town for a successful event.

Volunteer Opportunities

Suzanne McGinn discussed developing a list of projects for group volunteers. Bob Maley discussed the level of user friendly projects and supervision requirements. The FWAC will develop a list of recommended projects for Bob to review.

Bleacher Project Discussion

Town Council approved an amended Plan D in order to maintain the right hand section of the Bleachers for High School graduation. Peter McFarland, Lead Event Coordinator, City of Portland and also a CE resident discussed his experience coordinating the many events and concerts in Portland. Peter indicated that concessions are a very important piece of event revenue as well as ticket sales and ticket price. Outdoor events are very popular from large concerts, to festivals and small performances. Peter described the pros and cons of different types of events. Multi day event such as a festival or a full day event were people would come and go during the day verses a specific time event such as a single performance and the impact that would have on parking and traffic. In light of the major events we had this summer, Peter encouraged medium to smaller events. Event promoters and managers do all the coordination and heavy lifting and the Town would take a percentage of

ticket sales and concession sales. Peter and Imogenne Altnauer provided a valuable discussion of the event industry.

Park Update –Bob Malley

Bob Malley briefly discussed the impact of the Tall Ships Parade, The Night at the Light, and the Beach to Beacon events on the Park and specifically the parade grounds, which was utilized for parking for two of the three events. Parking and dry weather has adversely affected the condition of the turf. The major events back to back taxed staff, vendors, facilities, neighbors and visitor experience. The only negative comment concerned the take over of parking for the Night at the Light. Bob also indicated that the swing set installation will be next week. A suggestion box for the tennis courts has been installed at the lower courts.

Next scheduled FWAC meeting is Tuesday September 22.

Meeting was adjourned at 9:20.

Respectfully submitted,

Joseph Kozlowski