



CAB Minutes August 14, 2012

The regular monthly meeting was called to order by Vice President Eileen McKinney then continued by President Scott Rowley. There was a quorum present. The following businesses attended: The Midway Lodging, Bangor Savings Bank, Century 21 Realty, Your Weekly Shopping Guide, Law Offices of Paul Watson, Cornish U.C.C., Scott Design, LLC, and Sacopee Valley Eye Care.

I. Secretary's Report

Report for June, there was not a July meeting, the reports provided by chairs were read out-loud and they was accepted as read.

II. Treasurer's Report

Last Month's Balance	\$5,068.25
June 12 Bank Interest	.23
July 12 Bank Interest	.18
DEPOSITS	
Flag donations collect in cans (\$67.55) & purchased flags	1214.80
Daffodil donations	2453.50
Membership	60.00
Strawberry Festival Booths & Proceeds	1066.50
EXPENSES	
Cornish Hardware – Flags	1480.50
Strawberry Festival	594.78
Restroom Cleaning	400.00
Daffodil Purchases	2453.50
CAB Donation Towards Daffodil Days	105.00
Sewer Bill	86.96



Apple Festival (Purchase 10x20 tent and postage)	145.00
Annual Insurance Premium	500.00
Restroom Supplies	52.41
Maine Tourism Web Ad	240.00
BANK BALANCE	
	\$3,805.31

III. Event/Committee Chair Reports

- a. Daffodil Days — Group was able to get the needed orders to get the discounted rate for the daffodils. There will be a plan set forth this fall to get the bulbs planted.
- b. Community Committee
 - i. Committee suggested other ways to market kiosk bulletin board. Suggestion discussed was a lottery drawing of 9 (nine) 2013 members who's membership form and payments in by February 28 2013 allowing the drawn winners to have a free letter size advertisement of their business placed in the bulletin board side of the kiosk through May 2013. This is a \$20.00 a month per ad value.
 - ii. Scott Rowley reported that the 2012 member and location map was installed on the kiosk. Scott personally apologized for the unexpected extended time it took for the new listing to be installed. There was a suggestion and discussion that in order for current year and new CAB members to get full benefit of advertising, the CAB group discussed that any further Kiosk jobs be put out for quotes and timelines and that CAB allow budgeting for this.
 - iii. Ron McKenney opened a discussion on how can we advertise CAB's events to the public better? Some members feel the kiosk is not recognized due to it's location. The kiosk is a covering for electrical plugs and automated functions to run the parks lights, it cannot be moved. Scott Rowley reminded the members that 3 years ago CAB approached the town to place permanent casings in the ground along rout 25, where the CAB booth is placed for events, that would accept 4"x4"x8' polls so a banner could be hung. Scott remembered that the town approved this once CAB found out where the safest place to dig for the

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casings and to look into a substitute for the 4"x4"x8' polls that were lighter in weight. It was decided that revisiting this would be a good thing. Scott Rowley will submit new ideas to the CAB board then to the town next year.

c. Marketing Committee

- i. Scott Rowley reported that the traffic to the Web site continues to be high. Also announced that the CAB ad on www.maintourism.com has been displayed over 15,000 times and the click through to www.cornish-maine.org has reached over 1200. He also reported that the Apple Festival flyers will be a larger size this year due to the number of members. Thank you members! This flyer will have the same look as in the past and the most recent CAB members will be listed on the back. The list will be created from the list on the Cornish Brochure as well as any new members who joined after March 30.

d. Strawberry Festival

- i. Report was read and all present were pleased of the success of the event and wants to thank Shannon for her great job chairing and arranging the event. CAB is very honored to bring back this annual event.

e. Flags In Cornish – Need Chair

- i. Reported that one flag was damaged due to poor sewing of leather tab to the flag. The flag was removed and will be repaired by Patty Rowley for display next year. It was suggested and discussed procedures for when flags are damaged and what to do when known severe weather event like hurricanes happen. It was approved that when a known weather event like a hurricane is forecasted, CAB will ask the Cornish Fire Department to remove all flags and the flags will not be reinstalled until the next year. If a flag is damaged while on display, CAB will ask the Cornish Fire Department to remove the damaged flag(s) and the flag(s) will be repaired or another one will be purchased to replace it. Reinstallation of damaged flags will be done the following year when the rest of the flags are being installed for the season.

f. Apple Festival

- i. Patty Rowley supplied a report that there are 29 vendors to date and 9 of them are new. One is an apple orchard that will be selling heirloom apples and farmers market items.
It was felt that these numbers are low and a discussion on how to make sure

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this event stays well attended by vendors. Maybe reduced the vendor space rental or extend the discount? After the discussion Scott Rowley felt that most vendors tend to wait until September to send in their vendor form and payment. It was decided to keep things as is this year and if the vendor numbers are still known by the festival it will be viewed by the board.

- ii. Scott thanked Laura for already getting the talent in place. (Performances by; The Parkers (local band), Cloggers, Centre of Movement Dancers, Mike Morris)
 - iii. Scott also thanked Sue Melanson for donating the artwork for the poster and raffle this year.
 - iv. John Dubois is the CAB booth coordinator this year and he asked what will be sold at the booth. It was decided by the group to sell Cotton Candy, T-shirts, raffle tickets for the framed original poster art, and posters (past and present). Scott asked if CAB should sell only the remaining 2011 T-Shirts or to have a new one created this year and it was voted in favor to create a new T-Shirt. Brad Perkins suggested to maybe have a saying like "I'm lost in Cornish Maine! Don't come find me." Everyone liked this but not sure if the Apple Festival T-Shirt was the place to do this.
 - v. Cathy reported that she is planning on doing the contest but she has not had a chance to ask the Cornish Inn if the contest could be held on their porch. Cathy will get back with us regarding if she will need judges, donations for contest winners, and where it will take place.
- g. Christmas In Cornish – No report at this time

IV. Open Discussion

- a. There was a request to open a discussion regarding the Channel 13 Advertising offer. The suggestion was to advertise the Apple festival along with the 6 members who originally were interested. Request for CAB to pay the remainder of the cost for using this medium to advertise for the festival to allow for each member interested to only pay the \$321.66 as stated in the original offer if 15 members took advantage. CAB's cost for this would be \$1736.64. The discussion led to the realization that the majority of CAB members are Service Providers and that this form of advertising does not serve them well. It was voted not in favor to do this offer to CAB members and to revisit new offers next year. Suggestion on how best to help CAB Service Provider members welcome.

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- b. Another suggestion was discussed and approved that any new members who joins in October, their membership would go through next year. This is giving them 2 months of free membership. It was voted in favor to do this. Scott will place an ad on the Web site's home page and Ernestine will send out to the members to spread the word to potential new members.

The meeting was adjourned at 8:15 PM. The next regular meeting will be held September 11th at 7PM at the United Church of Christ. There will be a guest speaker from CAB member Be Love In Yourself Life Coaching.

Respectfully submitted,

Scott Rowley, CAB President