

**Brewer Arts & Culture Committee
Meeting Minutes**

Date: 12/16/2024

Time: 6:00 PM

Location: Brewer City Hall

I. Call to order

The meeting was called to order by Tammy Lunn at 6:00 PM.

II. Roll call

Members Present: Kathleen, Steve, Mandy, Ann, Susan, Lee, Ashlie

Others Present: Michele, Eric

III. New business:

A. Adoption of November 18 Meeting Minutes

- **Motion:** Susan moved to adopt the November 18 meeting minutes.
- **Second:** Mandy seconded the motion.
- **Outcome:** Motion passed unanimously.

B. Review of Committee Bylaws (Eric Glidden)

- Amendment proposed to change the **monthly report to the City Council** to a **bimonthly report**, aligning with current verbiage.
- The group agreed this change is appropriate for the current stage.

Discussion:

- The Chair or a designated spokesperson will present to the City Council in advance to outline planned events.
- This allows for public awareness, council feedback, and stakeholder input on events.
- The goal remains continuous improvement of events and processes.

C. Adoption of Amended and Updated Committee Bylaws

- **Motion:** Mandy moved to adopt the amended bylaws, including the proposed revision.
- **Second:** Steve seconded the motion.
- **Outcome:** Motion passed unanimously. The bylaws will now be presented to the City Council for formal adoption.

D. Update on Wreaths Across America event (Susan Xirinachs)

Event Recap:

- The event was a success with approximately 110 attendees from Brewer, Glenburn,

Orrington, and surrounding towns.

- Despite some timeline challenges, the event ran smoothly
- Many children participated positively in the wreath-laying.
- The WAA kickoff event on Friday evening also received positive feedback. Was news coverage from WABI, ABC 7, and News Center Maine

Key Highlights:

- Poetry winner Lily Eubanks' poem was featured on WAA Radio and requested by Senator Collins.
- Winners of the poster contest and poetry contest will be recognized in the Brewer newsletter.

Lessons Learned/To-Do:

- Contact school administration and teachers before the end of the school year for better lead time/more participation
- Send initial sponsorship requests to businesses in January (when budgets are approved).
- Improve volunteer coordination: mark graves accurately and streamline mapping processes.
- Consider stakes instead of flags for marking graves.
- Ceremony timing: start earlier, possibly at 11:00 AM
- Develop internal event correspondence to avoid confusion over dates. • Assign a Cemetery Coordinator to oversee volunteer placement and logistics. • Create a clear protocol for wreath-laying, including bow placement at 12 o'clock on the wreath.
- **Action Item: Send a Google Form to committee members to gather feedback on successes and areas for improvement.**

E. Review and discussion of Tree Lighting Ceremony/Holiday event (Councilor Soubanh Phanthay)

Discussion Points:

- The Children's Park location felt confined; alternative venues like the auditorium were suggested for additional space and activities.
- Waterfront issues: limited parking, slippery, and exposure to cold weather.

Suggestions:

- Introduce a ~~Christmas~~ Village Scavenger Hunt at Brewer businesses with passports (Michele).
- Encourage visibility with a photo contest: share tree photos on social media with a hashtag (Tammy).
- Improve event timing: Steve emphasized the need for punctuality after community members expressed some frustration about the ceremony starting early.
- Address hot cocoa supply issues: coordination can improve to meet demand.
- Improve lighting and logistics to ensure safety and a welcoming atmosphere.
- Attendance: Approximately 140-150 people, exceeding expectations.

- Future Action: Start planning earlier. Coordinator assigned for June 2025.
- Long-Term Suggestion: Have smaller trees displayed at local businesses in addition to the main event tree.
- **Action Item: Send a Google Form to committee members to gather feedback on successes and areas for improvement.**

F. Update on Riverwalk Festival (Steven Wong)

Volunteer Needs: Six committees currently rely on single individuals.

Key Committees to Review for Next Meeting:

1. Food Trucks
2. Entertainment
3. Craft Fair
4. Sponsorship
5. Business and Nonprofit Coordination
6. Marketing and Volunteers

Event Overview:

- Approximately **5,000 attendees** last year.
- Trolley service to assist with transportation logistics (e.g., from the recreation center).
- Need a clear, scheduled plan for the trolley (e.g., every half hour).

Next Steps:

- Invite Renee to a meeting in **January 2025** to provide guidance and support.
- Contact Michele if interested in volunteering for a committee.
- **Action Item: Send a Google Form to committee members to gather suggestions for event.**

IV. Public Comments

No additional public comments were made.

V. Adjourn

- Mandy motion to adjourn
- Ann seconds the motion
- Meeting adjourned at 7:01 PM