

Minutes of the Meeting of the Ad Hoc Historic Tile Wall Mural Committee
May 29, 2014
Waterford Community Center

In Attendance: A. Kanabis, K. Menzies, L. Schweitzer, N. Scheiber, S. Ritchie,
E. Fougere, D. Payne

Absent: J. Larrow, D. Wilkinson

I. Call to Order.

Chairperson L. Schweitzer called the meeting to order at 4:40 pm.

II. Establish a quorum

Quorum satisfied

III. Correspondence

No correspondence

IV. Approval of the Minutes of the February 27, 2014 meeting.

MOTION: Motion to accept the minutes as corrected, "Motion to adjourn made by K. Menzies" not N. Scheiber, was made by T. Perkins and seconded by A. Kanabis. All in favor. L. Schweitzer abstained.

V. Report on tile sales since previous meeting.

Memorial donations made in memory of Joan Potts were received by Senior Services. S. Ritchie spoke with Joan's family and it was agreed upon to purchase a dedication tile for \$75 and donate the remainder of the donations to the transportation program.

With donations, 4x6 dedication tiles for Delores Loprinze and Mary Carlough will be ordered.

The Senior Services Commission approved the purchase of a dedication tile to honor the Senior Services volunteers. The tile may depict the Community Center.

S. Ritchie reported that her son Joshua established a Go Fund Me account for donations for tiles in memory of Mr. Eudy and Mr. Cannamela. The account raised \$1250. S. Ritchie will speak to the families for ideas for images on the tiles.

Chief Pendleton's tile is waiting for additional detail.

The Steward family is still undecided on tile.

Fred Carlough expressed interest in a tile in honor of his wife Mary.

A. Kanabis reported that the Recreation & Parks tile is not yet completely funded.

VI. Report on Artist's progress, redesign, and completed tiles

L. Schweitzer reported that the Historical Society has approved the purchase of the tile. There is some rewording and changes to do to the proposed layout. A Google image of the green will be provided to the artist in order to see the dimensions of the Town Green.

N. Scheiber will discuss with the Recreation & Parks Commission the status of their tile at their next meeting.

The artist sent images of the Waterford Beach, the Fishing Smacks, and the daffodil tiles in bisque fired stage. She will be painting the tiles next week.

VII. Review of new brochure with copy edits

The new brochure design is ready except for the Harkness Mansion tile image. The artist would like to see the brochure before sent to print. The new brochure is done in appealing sea glass colors.

VIII. Financial Report.

S. Ritchie reported total sales to date is \$29,703.14

IX. Committee members –tile research

K. Menzies, L. Schweitzer, and N. Scheiber reported briefly on their ongoing tile research.

X. Marketing

a. Sales goals and possible incentives

Discussion on how to get more media coverage for the Tile Wall. Ideas suggested: get another article in the Waterford Times with cover photo, use more social media such as Go Fund Me and Facebook, use stories to show how the purchase of the tiles will support the needs of seniors and children, state goals to the public. A request will be made to Recreation & Parks to have a page dedicated to the tile wall in the next booklet.

Copies of all the tiles will be placed on foam board and hung in the lobby to depict the actual tile wall.

Committee discussed purchasing tiles in advance and then offering completed tiles for sale.

b. Sales Team

Discussion about engaging a sales person paid on commission to sell the tiles.

The Committee may reach out to some influential community members for hosting cocktail parties to market the tile wall.

c. Waterford Week Trivia

The schedule for Waterford Week is already completed. Discussion was held on having a Trivia Night fundraiser in mid-August possibly at the O'Neill.

XI. Adjournment

MOTION: Motion to adjourn the meeting was made by N. Scheiber and seconded by K. Menzies. All in favor. The meeting adjourned at 5:47 p.m.

Respectfully Submitted,

Ellen Fougere
Secretary