

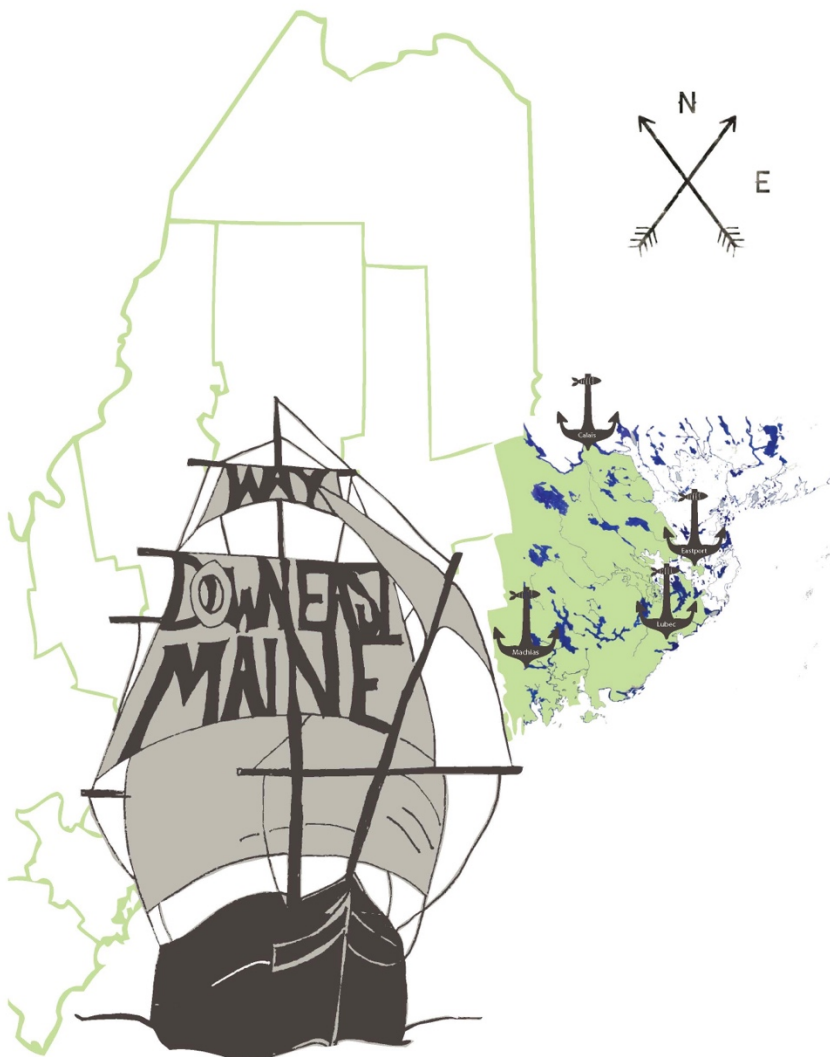
## Way DownEast Committee NOTES - 11/02/22

During the Community Destination Academy (CDA) the Way DownEast (WDE) group discussed many projects and then chose one smaller project to complete as their first official coordinated tourism development project. This project is the final phase of the CDA and is funded by Maine Office of Tourism and Maine Woods Consortium with some local match to be shared by all the communities.

The group voted for the proposal to develop a public art project that will unite the four communities through a shared theme, image, or other elements. (MOT and MWC are also providing minimal start-up funding for the group's ultimate wish – to have a paid coordinator to help keep the group working together and achieving their vision for the long term.)

Since the Community Destination Academy completed and the project was chosen, the group has met three times to discuss both the art project and long-term function of the committee.

At the first meeting, Cara Romano of Heart of Ellsworth and Abbe Levin from Maine Office of Tourism shared their experience working on public art murals. Cara and Heart of Ellsworth are just completing a years-long effort to fund and install a large public mural that was very expensive and time consuming. Cara discussed other methods Ellsworth is using to place visual information in public areas, specifically large adhesive vinyl “stickers” that are inexpensive, can be placed in diverse locations, and are durable.



At the second meeting of the WDE committee, the group discussed how to scale the initial idea of public art to a size, budget, and timeline that work for the WDE purposes. The discussion ended with two directives. Each community would explore a few locations where public art could be located to understand what sizes and installation types might be appropriate, and to get feedback from others in their community. This information is necessary for getting materials quotes as well as informing the design and content of the art.

At the third meeting, Kara presented a conceptual sketch, and the group discussed the project using this sketch as a starting point. The concept design includes visual elements that exemplify the shared heritage, geography, and name of the Way DownEast region.

The area highlighted in green on this image is a map that can depict a few quintessential experiences of the region that people are encouraged to explore and to learn about. The details of the map would be worked out during subsequent discussions and depend on the overall size of the artwork. The image as presented is conceptualized at 10' x 5'.

Questions/thoughts discussed include:

- What would be on the map - would it be the same theme, or would each town create their own?
- IDEA - A good base map design could be used as the base for a series of way-finding map signs, each of which could depict a different theme (recreation, arts, historic). On these map-signs, the ship graphic could be included in small scale, but the visual emphasis would be on the map.
- Free-standing structures as opposed to being applied directly on a building might be necessary in some places. The size 10' by 5' might not be appropriate or possible in the same location where the public accessibility is best.
- Versatility in design seems very important. People agreed that if the design elements are created such that they are shared across the communities and yet unique to the community, and can be separated and organized in different sizes, then each town could create a product that works well in the space available in their own downtown and that remains visually recognizable as consistent across the greater destination.
- People also talked about adding a QR code that takes people to DiscoverDownEastAcadia/WayDownEast.com, which will be expanded to provide more detail over the winter.
- Each community still needs to identify a few possible locations – this information is imperative to have for the next meeting to inform size, installation, design, budget, timeline, support needed, etc.

From a brief follow-up with MOT:

- A graphic designer should be engaged very soon to inform the design conversation.
- Kara and Crystal will meet with Hannah soon - prior to the next WDE meeting.

Next meeting date – early December.

DOODLE POLL FOR MEETING DATE: <https://doodle.com/meeting/participate/id/e1WQJEVb>