

Way DownEast Community Destination meeting notes
12/08/22

Participants

Kara Mitchell, St. Croix Valley Chamber, Calais
Vickie Farrell, Maine State Visitor & Information Center, Calais
Christine Rosen, Maine Office of Tourism
Hannah Collins, Maine Office of Tourism
Karen Raye, Eastport Chamber
John & Denise Rule, Association to Protect & Promote the Lubec Environment
Jessica Greeley, Machias Bay Area Chamber
Laurel Perkins, Downeast Economic Development, Calais
Michael Zwelling, St. Croix Island International Historic Site, Calais
Michael Wilson, Maine Woods Consortium
Crystal Hitchings, Sunrise County Economic Council

Public Art Project

Kara presented to the group a draft of what will become a press release, and an updated project outline. Hannah and Christine will work with Kara and the group to fine tune the content so it can be presented to the public in multiple formats.

Feedback on the press release draft content included:

- Simplify the language and message.
- Create excitement and inspire curiosity in the beginning of the article – Mural coming to your community soon! - or along those lines.
- Include quotes from people who are excited about the project.
- Make a direct connection to economic development in the region.
- Create a full “press kit” with a press release, fact sheet, social media posts, community fliers, and provide more detailed information on the DownEastAcadiaTourism.org website.

Feedback on the conceptual sketch of the public art included:

- Generally, people really like the idea.
- Adjust the ship design to be a schooner or other type that reflects the region’s history.
- Keep the map section of the artwork simple – all information does not have to be in one place. Each community already has their own paper and digital maps and guides and websites that visitors can utilize.
- Make space for each of the 4 towns to individualize a section of the design.
- Add, perhaps as stage 2, more interactive aspects to the public art – a selfie-station was suggested, interpretive information that speaks in more detail to culture/history/environment.
- A QR code will be included that leads to the Way DownEast section of the DownEast Acadia website: <https://discoverdowneastacadia.com/home/places-to-go/way->

[downeast/](#). This section will be built out over the winter and can include as much information as desired.

Public engagement in developing ideas about places to go and things to see and do in each community and the region can be incorporated in various ways that enable them to feel involved but also don't overwhelm or complicate the intended simplicity and timeline of this first project. Committee members and their colleagues/partners can provide input on the website content. A trip guide of "things to do with kids in Way DownEast" is in the works by DownEast Acadia Regional Tourism; this could be developed with advice from local kids.

Project Timeline

- Print-ready artwork will be complete by end of March.
- Any additional installation elements (posts, fasteners, etc.) will then be installed.
- Installation of the final artwork will be complete by Memorial Day or early June.

Next Steps

1. Hannah and Christine will draft a "tiny little communication toolkit" for the group to refine, this includes the first press release, info sheet, and social media posts.
2. Crystal will add a section on the DownEastAcadiaTourism.org website that includes comprehensive information about the Community Destination Academy and continuing work. Other outreach tools will point people here to learn more.
3. Hannah, Christine, and Crystal will schedule a Zoom meeting during the 2nd week of January with each of the four communities to talk specifically with people in that community that the group would like to engage or re-engage.
 - a. Eastport is scheduled for January 9, 10am to 12pm.
 - b. Lubec, Machias and Calais will reach out to people they would like to invite and will pick a date/time during that week – and let Crystal know what it is.
 - c. January 10th from 10am to 12pm in the DART Annual meeting, so no meetings will be scheduled then.
 - d. More than one meeting can be held in a day.

Homework

- Take photos of locations in your town that might be an option for the mural.
 - Don't worry about gaining permission until we have better information prepared for you to take to property owners. For now, we are just exploring potential ideas for locations that have safe public access and are highly visible from downtown. This will allow us to discuss size, installation, etc. to help develop a project budget.
- Submit ideas to Crystal for graphic designers for the group to consider.

Next Tourism Committee meeting – Wednesday, January 18th, 2:00 to 3:30pm.

Join Zoom Meeting online:

<https://us06web.zoom.us/j/2077072057?pwd=emdRSnZZSGROVVowUG1zSnFBZ2diUT09>

OR By Telephone # (646) 558-8656 (Meeting ID: 207 707 2057; Passcode: 933760)