

Falmouth Green Expo

The Open Space Implementation Sub-Committee has been considering for some time how it might better inform Falmouth citizens about its work. The group proposes sponsoring a community-wide event called the Falmouth Green Expo. And rather than just showcasing its work, the event would include representation from any group with a direct interest in environmental issues in Falmouth.

The format will be like a trade show, with various groups setting up informational booths that people can visit according to their interests. Short presentations on specific topics will also be scheduled in nearby break-out rooms. A keynote speaker of some reknown might also be embedded in the program.

“Greeters,” perhaps high school students, will welcome people as they arrive and orient them to the layout and format of the event. A well-stocked food table will be strategically located in the center of things.

We identified three outcomes for the Expo:

1. Attendees will have the chance to learn about the work of the various groups in town that are involved in environmental issues.
2. We will use the event to recruit members/volunteers when appropriate (identify interested people).
3. We will capture the email addresses of people interested in continuing updates on the work of these groups.

Groups identified as potential participants include:

Open Space Imp. Committee	Falmouth Land Trust
Conservation Commission	Maine Audubon
Green Ribbon Energy Commission	Portland Trails
Recycling Committee	Tidewater Conservation Foundation
Trails Advisory Committee	Environmental Action Club (High School)
Falmouth Conservation Corps	Friends of the Presumpscot
Shellfish Commission	Friends of Casco Bay
Community Programs Department	
Parks & Recreation Department	
Planning Department	

Each group will have a table or tables at which they can set up a display, including maps, photographs, literature, charts, on-going slide presentations, etc. People will move from table to table, much like a trade show. A set of 6-8 short presentations will also be scheduled in adjoining break-out rooms. Sample topics would be the River Point management plan, our forest management plan, Tidewater Farm trails, etc. People will move in and out of these according to their interest.

October 22nd or 23rd are the suggested dates for the event, with the High School being the most likely location. Lunt School is also a possibility.

We will heavily publicize the event in the following ways:

- Newspaper articles;
- Ads in the Forecaster;
- Town website and TV access channel
- Town email distribution list
- Posters in the library, town hall and large stores
- A banner suspended over a heavily traveled road?
- Outreach through participating organizations membership rolls (email, newsletters)

We will also solicit door prizes from area businesses to promote attendance. If successful, this might become an annual or biennial event.