

Downtown Network Board notes

March 30, 2016

WHO:

Co-Chair Deb Dodge, Co-Chair Oscar Verest, Paul Cavalli, Cindy Lampley, Meg Quijano, Don White, Community Development Director Karen Brace.

ABSENT: Bernice Berger, Dave Jackson, Jill Lang, Robin McIntosh, Tom Peaco, Jennifer Temple, Town Manager Pat Finnigan

MEETING PURPOSE:

To build collaboration utilizing community assets to strengthen and energize Camden's downtown.

KEY THINGS DISCUSSED:

- Minutes were accepted (Deb, Meg).
- Promo Team Update
 - now meeting monthly on regular basis
 - opportunity to work with other promotional needs in town
 - need additional members - what is the ideal size?
- Design Team update
 - street light project
 - Crosswalks
 - Project Canopy
 - Public Landing improvements
 - Harbor Walkway
 - Working with public works dept. on projects in Downtown Master Plan
- Economic Vitality Team
 - Meeting separately from CEDAC in April for the first time
 - Will focus on Downtown Projects
 - New members interested in joining team
- Promoting Public WiFi
 - signs - directed by Design
 - Promo Team role in publicizing public wifi
- Potential New DNB Members
 - Matt Storin is interested
 - Tia Anderson (Executive Director, Habitat for Humanity) is considering (Paul)
 - Beth McConnel Wright recommended for Economic Vitality Team representing Opera House (Deb)
- Communications
 - part of DNB's goals / projects
 - Select Board presentation (Deb)
 - Report on new members

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- Festivals
 - Small group to look at sponsorship and marketing challenges
 - Group to look at what we can really accomplish (Cindy)
 - Should we add July 4th (Oscar)
- Vision and Brand ID for the Downtown to provide overall strategic direction
 - divergent marketing
 - Experience Camden website and others (Chamber, Opera House)
 - communicate with Select Board
 - seeking public input: “What do we want to be?”
 - services, attracting more residents, young people
- Marriage of CABG and DNB
 - Consult with Lorain Francis
 - involve CABG in discussion

DECISIONS MADE:

- To extend an invitation to Matt Storin and Tia Anderson to join the Downtown Network Board.
- To look at Promo Team / CABG, meeting regularly, team’s involvement in downtown, new members
- To invite Lorain Francis to talk with us
- To take on a role in the sustainability of Camden’s festivals, studying marketing role of Promo Team, availability of sponsorship money, and ways to secure sponsorships
- To look at next steps in Visioning process

NEXT STEPS

- invite Matt Storin to join board (Karen)
- invite Tia Anderson (Paul)
- small group to look at festival sustainability
- invite Lorain Francis to next meeting (Karen)

NEXT MEETING DATE:

March 30, 2016, 11:30am.