

Downtown Network Board

February 11, 2015 – 11:30am

Minutes

PRESENT: *Members:* Co-Chair Oscar Verest, Co-Chair Deb Dodge, Dave Jackson, Cindy Lampley, Robin McIntosh, Amy Rollins, Lowrie Sargent, Jennifer Temple, Don White, Camden Select Board Town Manager Pat Finnigan and Code Enforcement Officer Steve Wilson.

ABSENT: Erick Anderson, John Arnold, Bernice Berger, Paul Cavalli, Ellis Cohn, Staci Coomer, Flint Decker, Jill Lang, Meg Quijano, and Jamie Weymouth.

1. Call to Order

The meeting was called to order at 11:30am.

2. Approval of Board Minutes

Deb Dodge made a motion to accept the minutes of the January 14, 2014 meeting. The motion was seconded by Robin McIntosh. It was unanimously approved.

3. Structure of the Downtown Network Board

Deb Dodge and Oscar Verest presented an outline for the potential structure of the Downtown Network Board and its committees (Design, Economic Restructuring and Promotions). They discussed what skill sets were needed to serve on these teams and which sectors of the community should be represented.

Deb and Oscar said that CEDAC would be looking at the recommended structure for the Economic Restructuring Team and would be coming back with suggestions. They explained that current members of CEDAC would have the option of simply remaining on the Economic Restructuring Team and/or serving as liaisons to the DNB. They said they were hoping that the Marketing Committee of the Camden Downtown Business Group would serve as the Promotions Team. The Design Team would be created through invitation and volunteers.

Oscar distributed checklists from the Maine Downtown Center as outlines for the committees' work, noting they may not be an ideal fit for Camden's purposes. However, they could serve as guidelines and could provide some useful content, he said. Size of the teams was discussed and it was emphasized that there is flexibility in the guidelines that were offered.

Pat Finnigan spoke about the Promotions Team, saying since we have an intact Marketing Committee (CDBG) that it doesn't make sense to reduce numbers or break it up. The "Experience Camden, Maine" brand is strong and should continue to be used and expanded upon, she said. It was decided that the CDBG Marketing Committee would be looking at marketing funds at their next meeting and talking over how they might be allocated and/or combined with Town funds. Oscar noted that it was not the intent to create more meetings for people's schedules but to be more efficient and avoid duplicating efforts.

Skill sets and sectors such as a representative from the schools, property owners, and others were recommended for committees. Volunteers stepped forward for the Design committee: Meg Quijano, Dave Jackson, Paul Cavalli and Deb Dodge. Local architects were also suggested for this committee.

4. Work Plan and/Goals for 2015

The work plan discussion was postponed to a future meeting.

5. Updates & Questions

Karen Brace recapped Winterfest and the Toboggan Championships, noting that the press attention that the events received helped strengthen Camden's image as an active, year-round destination. She described the grass-roots involvement of citizens and CDBG members who supported the event as volunteers and as sponsors.

6. Public Comments/Questions

There were no public comments.

7. Next Meeting

The next meeting of the Downtown Network Board will be held March 11, 2015.

Adjourn

Dave Jackson made a motion to adjourn the meeting. Deb Dodge seconded this motion. The motion passed unanimously.

Respectfully submitted,

Karen Brace
Recording Secretary