



Select Board Goals

Goal

Timeline

A. Strengthen Camden's Business Climate

Long term/on-going: Work to ensure Camden is a business friendly place to do business

1. Market Camden as a business friendly place to do business in 2012
*The Town has developed an ad campaign using print and electronic media.
To see examples, visit the Town website: www.camdenmaine.gov → Camden Development Office*
On-going
2. Periodically review the Town's rules and regulations to ensure there is a balance between having a streamlined and practical approach to the review and permitting process while preserving Camden's unique character
On-going
3. Complete, adopt, implement the Downtown Master Plan
Master Plan officially adopted; Downtown Network Board formed to recommend project priorities
March 2012
4. Optimize use of technology, web site, cable TV, and social media *ongoing*
*Town established an e-newsletter; installed QR codes throughout the downtown;
Utilize Facebook to promote "buy local;" electronic Select Board Agenda packets;*
On-going

B. Development

Long term/on-going: Enhance Camden's strengths; preserve what makes Camden "Camden"

1. Actively market the Tannery property; refresh and rebrand the effort; focus on "green businesses"
The Select Board tasked CEDAC to review the guiding principles, the marketing strategy, and zoning and bring forward any recommended changes to develop the property.

CEDAC has met with developers, architects, engineers, the Planning Board, and others to get ideas and a practical understanding of the development potential for this site. Development ideas being considered include: mixed-use (commercial and residential), multi-unit residential development (rather than detached single family), and education institutions,
2. Resolve signage issue. *Sign Ordinance amendments passed by voters in June 2012*
June 2012
3. Downtown Business Plan implementation *Master Plan officially adopted*
March 2013

- | | |
|---|------------|
| 4. Develop a plan to create workforce housing in Camden
<i>Lupine Terrace nearly completed; Seeking grant funds for additional housing</i> | March 2013 |
| Create a development/funding plan for Camden Opera House (3 rd floor)
<i>In progress/consultant hired</i> | June 2014 |
| 5. Explore downtown parking garage; develop cost estimates
<i>Added Knox Mill parking lot; promote it more widely</i> | Dec. 2012 |

C. Quality of Life

Long term/on-going: Continually assess Camden’s strengths and what sets us apart and enhance those assets

- | | |
|--|-------------------|
| 1. Move the “kingdom trails” idea forward
<i>Work group formed; reporting progress regularly</i> | 2014 |
| 2. Ragged Mountain Development Project
<i>Capital campaign exceeded \$4.5 million goal of privately-raised funds in September 2013
Voters approved a \$2 million Bond issue in November 2013
Construction underway (site preparation began March 2014)</i> | Begin Spring 2014 |
| 3. Make the Public Landing greener: develop a plan to allow for the phase-out of parking
<i>Town received a State grant to fund a community process to develop a concept design
Select Board adopted the concept plan November 12, 2013
Town received a SHIP (Small Harbor Improvement Program) grant to extend the boardwalk and put in a hoist for the commercial fishermen</i> | Fall 2013 |
| 4. Re-visit the bridge from the library grounds to the public landing
<i>Town received a State grant to develop a concept design for a Riverwalk and the Public Landing
The bridge was included as an option in the plan.
Select Board adopted the concept plan Nov. 12, 2013</i> | Spring 2014 |

D. Transportation

Long term/on-going: Create a sustainable transportation network that connects people and places while reducing reliance on automobiles

- | | |
|---|-------------|
| 1. Work to establish a regional, regular transit/bus system
<i>Camden is a member of a regional group which is working with a consultant to explore regional transit options</i> | Spring 2014 |
|---|-------------|

E. Town/Government Operations

Long term/on-going: Ensure Camden's Town government is a high performing and effective organization

1. Establish Goals: Municipal Management - Board – Committees *Review Quarterly* January 2012
2. Explore *cooperative, rather than consolidated* Fire and Police services Spring 2013
3. Explore energy savings for town-owned property On-going
On-going; the Town Office and Public Safety Building have updated the heating system to be more energy efficient