**Community Development Committee**

**September 20, 2017**

Attending: Dave Crowell, Evan Miller, Peter Dubrule, Margaret Lindsey, Nelle Ely, Carmen Lone, Audrey Knight, Bob Peabody, Catherine Samuels

Absent: Justin McIver, Martha Cummings, Phyllis Roth, Ursula Flaherty, Steve Rickert, Jana Richards, Chuck Renneker, Bob McHatton Sr.

**Priorities:**

1. Sewer & Streetscape – pending more information
2. Land Use/Zoning-pending revised plan
3. Jobs/Website/Branding – Current Focus
4. Housing: aesthetics, affordability, availability
5. Natural Resources

**Old Business**

Hoping to fix the employer –employee gaps

Carmen- We almost had a conclusion to this – 1 Creating new communications networks

2 Utilize existing networks and renegotiating how they work

**Creating new communications networks**

Town Website to be used for town information

Still need more information for the new town website.

Carmen expresses her admiration for the new website, and how groups will start to put more information on the site as it becomes more popular.

Bob Peabody said there is now a town website on Facebook also, and wonders how we are going to manage the technology/media? Need a central person to keep the information organized.

Peter thinks that there may be someone who has the type of info that we can tap into, so bring examples of what works, coordinating/managing media and communication – How to communicate internally and then out?

Nelle thinks we can talk about it but what is the goal?

Make it there, spend it here.” says Peter.

Bob Peabody says he has looked at websites all around the state to see what they are doing.

**Utilize existing networks and renegotiating how they work**

Communication between town groups needs a focus

We need one person to manage the media

As far as develop and distribute information, Chamber of Commerce (CoC) could do distribution

CoC only supports their members

Town puts in $6500 to Chamber

Peter – We think of the chamber as static, but if we gave them direction, they would do it

They are doing what seems right.

Town of Bridgton has 6 members on Board of Directors

Discussion about what if more reorganization as far as highlighting Bridgton in CoC

The CoC is an existing organization that is already well known

Carmen - Membership matters, participation of membership matters

Audrey – Some of this is duplicative, and Chuck is trying to organize a list of businesses

There is no business license so we may not know who even has a business.

Start a an email with all the businesses, merge with LARCAN list by Jana

We need the list of all org/bus to send out emails,

Most business districts have a person that coordinates

Audrey thinks that the list should be part of this committee’s responsiblity

Nelle – When we look at the CoC, they are so busy trying to stay viable

Peter -If we can come up with an agenda that we want the chamber to do, how will they receive it?

Dave thinks that a CoC member should be here for the discussion.

Somehow we need to coordinate the organizations

Bob P- If I have a new business, and I want to let town know that I have a business, what and how do I want people to know?

Sue Mercer used to come to the CDC meetings, but some felt she was advertising the CoC

Peter – Beyond lists, we need an understanding of what the list can create

Need a clear target - what is goal? What makes a vibrant economy?

Purpose of the list? For communication, better events, co-creation

CoC can be a tool to achieve some goals, but maybe negotiate a new relationship

Is there an additional value add for the CoC that could be suggested?

**Regarding the list of groups/organizations/businesses**

What is the value added for participation?

More clients/sales/donors/members

Assistance w/ advertising – promotions

Shared problem solving with systemic community challenges

Develop – Who? Distribute – COC

Figure out what pain we will cure to move us towards the goal

Town providing support, what do we want from you and what can we offer?

Selectman need to understand it, in order to get their buy in

Town – Chamber – Businesses and Oorganizations

Ultimate Goal – Which is?

Economic Vitality?

Sustainable Community

Vibrant Community

Put the questions on Facebook

Create conversation on the Town Facebook page

Audrey recommends changes to the comprehensive plan

It is a document that can be edited

Peter- Comprehensive Plan should be part of a strategic plan

If just a list of tactics and goals but no strategy, it doesn’t make sense

Dave – How, who, funding?

Carmen – We need to go to CoC with a plan, negotiate a mutual beneficial agreement

There are 13 towns, and maybe it should be cut down. Sue and other members of CoC have lots of energy to do something more.

Peter- If we focus on the outcome may be better than asking them to change their policie

Next meeting dates:

Oct. 4, 18, Nov. 1, 15, 29, Dec. 13, 27

Respectfully submitted,

Catherine Samuels