

CDC Meeting July 12, 2017

Attending: Chuck, Dave, Steve, Carmen, Nell, Audrey, Bob Peabody, Evan, Justin, Bob McHatton, Catherine, Jana Richards(Opportunity Alliance)

-How to Make the Most of the Fourth?

Fourth of July – race closer to parade?

Good for shopping or do we lose people?

Should be a signature event. People come from all over the world for the 4 mile race – starts at 8 am.

Duck race is before the parade.

Golf ball drop at golf range later.

Dave says don't fix if not broken.

Crowds were awesome. Parade was choppy.

All the restaurants were closed after the parade.

No business meeting before the parade?

Sad that town businesses aren't open.

Assess The Fourth business with the Bridgton Young Professionals.

Town has had unsuccessful business association.

Get all event directors together at one meeting?

Maybe kids on bikes in parade as other towns do?

Maybe an event after the parade – beer fest?

Maybe an event committee? Never been staffed.

Would make sense to have the head of each event would be on the committee.

No major events in Bridgton?

- Art in the Park

- Picnic in the Park – ecumenical

- Quilt Show

- Winter Carnival

- Four on the Fourth

- Festival of Lights

- Others?

Event committee – how to staff? Get the directors of each event. We need another winter event. A snowbowl?

A cardboard derby? – they have it at Shawnee

There was supposed to be a sign near the House of Pizza, but there is no sign. Nell may have it.

New developments:

Bavarian Choc numbers beat No. Conway's #s some days.

Hannafords is highest grossing per sq ft store

Dunkin Donuts is the number one seller out of 10

Maybe a candle store upstairs from Bav. Choc?

Mill building behind Chalmers –And yellow house on the corner, 15,000 sq ft of buildings - Justin bought that and a lot which gives access to lake. Hotel concept possibly?

Dance school may relocate on 302

Chuck – in contact with hospital about med district in town

Nell – ready to take down Dr. Sullivan bldg. Justin said it could take it down for less than they thought to make a parking lot

No money for parking lot. They could build it and we lease it.
They want to own it, so they have parking and we do too.
Parking behind Chalmers is town owned or not?
Originally town garage. Town voted to tear it down and stay town owned, make public parking and maintain it.
John Reny said Reny's would do whatever we want:
 Windowboxes, murals by HS kids, or ?
 Nell would stay on as contact and present to BOS
 Reny's would pay for the plan

Branding efforts:

Town hired branding company Blackfly
Schedule for roll out of the brand is done
This committee decided to brand Bridgton as a place to do business.
Intro businesses to Bridgton and to attract customers
We need a town directory of businesses
A way to get out what we have
Natural resource list
Ten years ago in NYT article about Bridgton
Yankee did one
Video done by channel 8
We should promote the video – a link on town website

Selling the Brand

What draws us to a town – maybe a blog
Justin suggests surveying the public to see why they come to Bridgton.

Carmen wants to ID the people to whom the minutae belong.
Identify the pieces first, doesn't matter so much what happened in past, but what to do in the future? Who owns each piece? How to get the existing comm/person to deal with it?
Dave thinks the branding company recommends first.
Carmen thinks this doesn't change what needs to be done for the work, and that we should start giving projects to appropriate committees/organizations.
Audrey thinks we have many committees and how do they all interface? Is there redundancy? Who is responsible for what?
Maybe The Chamber of Commerce should be only Bridgton, and another Chamber should be for Lakes Region.

Who is doing what and make it clear.

Jenna told about a Connection Network, and she will bring info next wk
Every task needs a leader and Audrey would be a good person to lead this project.
First a timeline for all projects and how they can be synchronized.
Audrey will try to get the mission of as many agencies, committees, and organizations for next meeting.
Important to understand that various organizations can change.

