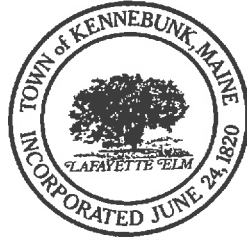


Town of Kennebunk, Maine



Downtown Committee

Minutes for the Downtown Committee March 2, 2017 Meeting

Present

Lisa Emmons
Cynthia Walker
Melissa Shatney
Blake Baldwin- Selectman Liaison

Guests

Mat Eddy
Mike Pardue
Merton Brown
Laura Snyder Smith
Tasha Pinkham
Betsy McDonald

Meeting called to order at 8:00am

- 1) The Chairperson of the DTC was not present at the meeting and had submitted his resignation to the Town Selectmen. Lisa Emmons, Vice-Chair, presided over the meeting. As there were not enough voting members present, the DTC was unable to vote on and/or approve items on agenda.
- 2) Lisa Emmons asked if there were any additions to the agenda, there were none.
- 3) Though not official yet, Tasha Pinkham and Merton Brown have stepped up to be staff liaisons to the DTC.
- 4) Blake Baldwin noted that the Selectmen are still looking at blending the Festival and Downtown Committees.
 - a. Angus Macauley sent out a memo re: changes to the downtown have made the DTC somewhat inconsequential as it stands now.
 - b. One of the concerns is that Route One North and South are continually left out of discussions.
 - c. Mat Eddy noted that the DTC Mission is akin to what Downtown Project is about. Anne Ball of the Maine Development Foundation will be visiting next month to talk about how downtowns are successful in Maine.
- 5) Laura Snyder Smith reported on the Date Skate Night that was scheduled for the Waterhouse Center on February 11th; it was cancelled due to the weather that day.
- 6) Lisa Emmons reported an update from Michelle Allen, regarding the Great Skate Night at the Waterhouse Center, at which the DTC co-sponsored a hot chocolate station. Michelle said that the scheduled time, 4-6pm, was not the highest traffic time for an event, and if the event continues next year, they might consider 6-9pm.
- 7) Lisa Emmons noted that we could not move forward on a decision about the summer bands today (no quorum), but she shared an opinion written by Angus Macauley: He feels the DTC should cancel the dates for now so we can defer to our friends from Shakespeare in the Park. With the time we have, we can then take time to study about what we'd like to do in the future. There was discussion on why the DTC should fund downtown performances when people are already downtown on Saturdays. We should evaluate what to do to make things better.
 - a. Rachel Phipps repeated her support for the DTC inviting student musicians to perform; Mat Eddy noted that he likes the idea of Friday night performances.
 - b. Blake Baldwin brought up findings from the focus group he and Angus ran a few weeks ago with several downtown shop owners; they found owners thought was no need for the bands. Lisa Emmons talked with a bandmember and he noted that people never stayed for the entire performance. Betsy MacDonald noted that the bands used to bring in people (i.e. 207, Ray Brown Band, etc.) but in the past years it's fallen off.
 - c. Lisa stated that the DTC will continue these discussions in future meetings.

- 8) Blake Baldwin spoke about the Focus Group. Angus Macauley and Blake Baldwin started with the question “what’s troubling you?” Items included: parking, snow removal, residents not coming downtown; locals not knowing what’s downtown. Ambivalence toward Waterhouse Center; parking issues; disagreement on placement of trees downtown. Second question: “Where does your business come from?” Most are somewhat local, with some coming from far away (namely Camp Wool). What this means is that this requires two very different marketing strategies. Other items that arose included: events sometimes bring in customers, sometimes not. Co-op advertising would be a great way to advertise downtown. Some are interested in joining the DTC.
- 9) Mat Eddy updated the group on the CDBG grant; the Town is working with Tom Joyal to help clean area near his business. They are working with Ned’s BBQ to move into space which previously had Phoenix gym. Farmers Market is returning to Garden Street for this summer. Garden Street Bowl is aiming to close on financials at end of March, so that they can move forward.
- 10) Merton Brown announced that the WHC will host the 3rd Annual community yard sale on May 20th. 20 spaces are available. Merton also noted that the first \$25,000 has been included in budget (needs to be voted on) for Bicentennial, which will go for three years (to 2020) for a total of \$75,000 total. Community members will be sought for Bicentennial commission.
- 11) Lisa Emmons closed the meeting, and noted that the DTC is looking for new members. Merton Brown noted that we could stand to gain 3 committee members and one alternate.

Meeting adjourned at 8:55am.

Cynthia Walker

Secretary