



**MISSION STATEMENT:** Kennebunk@Work is a quarterly newsletter, published by the Town of Kennebunk's Economic Development Committee (KEDC) for our local business owners. The mission is to publish useful news about small business, forecasts, research, resources, case histories and other ideas that may appeal to our town's business owners. When appropriate, we include announcements, conduct surveys and provide local information. Kennebunk@Work should never be viewed as either an endorsement or recommendation made by the Town of Kennebunk but taken simply for what it is: information we have found that may be of interest to a local business owner. For questions about local business or the KEDC, please [email us](#).

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### **New Kennebunk Boulangerie**

*A Proper Bakery – Offers Specialty Breads, Pastries and Treats*  
By Steve Hrehovcik

“Man cannot live by bread alone,” or so the famous expression goes. But savor a fresh baked sourdough boule from the new Kennebunk bakery, Boulangerie, and you may want to reconsider your options. Boulangerie – pronounced Boo-lan-ger-ee – translates from the French as “Bakehouse.”

When you enter Boulangerie, it's like a visit to the past, present and future at the same time. The past emerges in the old red barn that dates back to 1901. Local entrepreneur Tom Joyal moved the imposing structure from a farm in Saco to its present location in the Nasons Court complex in 1996. Even with renovations of modern bakery equipment and up-to-date facilities, it retains much of the classic charm of its past glory.

The present overtakes you with the flavorful aroma of fresh baked bread that fills the air. A look through the display cases reveals baguettes, seeded ryes, whole wheat and walnut levains for starters. You'll also see a delectable collection of pastries that range from croissants, Danish, muffins and other treats.

The future comes into play because once you visit and sample Boulangerie's baked goods, you're bound to plan more trips in the weeks and months ahead.

Boulangerie's owners, Amy and Zachary Tyson, have remodeled the old red barn at 5 Nasons Court, behind the Waterhouse Center into what they refer to as “a proper bakery.”

Amy Tyson says, “A proper bakery means a bakery in the authentic French tradition. While neither Zachary nor I have French ancestors in our family trees, we savor the idea of creating baked goods that come from such a rich flavorful heritage.”

The first time the Tysons saw Kennebunk they viewed the town through the porthole of a private luxury yacht anchored on the Kennebunk River. Amy and Zachary served as crew members – Amy in the kitchen and Zachary in the engine room. They sailed to South America, crossed the Atlantic Ocean three times, passed through the Panama Canal five times and include the Mediterranean Sea and the Bahamas among their favorite cruise destinations. **(Continued on next page)**

They started to visit Kennebunk in 2007 on weekends and became permanent residents in February this year. With her shipboard kitchen experience, plus managing bread preparation in a Las Vegas restaurant chain, graduating from the Cordon Bleu culinary school in London, Amy had the dream to open a bakery. The active downtown environment made Kennebunk a logical choice.

Zachary is a Coast Guard licensed ship-based Chief Engineer. He uses his technical skills to keep the equipment in the bakery operating in top condition, which is a critical part of operating a successful business.

Zachary says, “We’re particularly proud of our new oven, which is the heart of our baking process. It was built in Italy and has five chambers, each with a stone base that provides precise temperature controls. These important features make it possible for us to assure our breads and other baked goods meet quality standards of taste and texture.”

The Tysons start their day at 3 AM to begin the baking process. Their menu features 14 different breads, 10 pastries, plus plates that include soups, meat pies, sandwiches and assorted coffee, teas and other drinks. Throughout the week they provide daily specials.

Amy says, “We appreciate the help of Kennebunk town officials and neighbors who welcomed and encouraged us as we prepared to open the bakery. Matt Eddy, the Economic Development Director, and Barry Tibbetts, the Town Manager, helped us through the planning and construction process. Members of the town’s Economic Development Committee also added their support. We’re pleased to contribute to the life of the downtown community.”

Boulangerie also provides catering and take away baked goods for groups, plus wholesale services and gift items.

Hours are Monday through Saturday, 7 AM to 5 PM and Sunday 8 AM to 2 PM. For more information call 207 -502-7112 or visit [www.aproperbakery.com](http://www.aproperbakery.com).

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## **The Lower Village Visioning Process**

By Matthew Eddy

Kennebunk Director of Economic Development

In January of this year, the Lower Village Committee embarked on a strategic planning process modeled after the one used by the Economic Development Committee the previous year. The goal of the process was to update the previous lower village plan and address ways to protect the interests of all village occupants, businesses, residents and visitors alike. The emerging themes and their subcomponents were drawn from a SWOT analysis conducted in February. The primary themes and subcomponents were then sorted out into a series of goals and policies that provide an action plan for the Lower Village Committee and the village itself. The goals and actions were then prioritized. The following are the primary goals to be followed:

- 1) **Organization.** Refine and expand the role of the Lower Village Committee (LVC).
- 2) **The Built Environment.** The community would like to protect the present integrity and sense of place of the built environment in the lower village while maintaining a diverse mixture of sustainable uses.

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- 3) **The Natural Environment.** Recognizing the intrinsic value of the natural environment to the sustained success of the Lower Village, develop programs that maintain that quality.
- 4) **Marketing.** Working with the overall marketing strategies of the Town and Chamber of Commerce, take a series of actions to specifically address marketing issues in the Lower Village.
- 5) **Pedestrian Circulation.** There is a need to improve pedestrian connectivity throughout the Lower Village, across both public and private properties, make these improvements consistent with earlier Lower Village work, and make it easier for the visitor and town resident to understand.
- 6) **Parking and Traffic Circulation.** Similar to pedestrian circulation issues, the circulation of vehicles, especially through private parking areas, is confusing and must be improved to insure visitor and resident experience.

At its next meeting (**June 1, 8:00 AM at the Washington Hose Station**), they will begin to talk about committee assignments and will identify the actions they want to work on immediately. The full final report can be found on the Town's web site under Lower Village Committee.

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## **Businesses Give Back to the Community**

By Laura Dolce, Executive Director  
Kennebunk, Kennebunkport and Arundel Chamber of Commerce

In the four months since I've become the executive director at the Kennebunk-Kennebunkport-Arundel Chamber of Commerce, I've enjoyed meeting business owners and learning what makes their business special, what brought them to the area.

Many of those stories I've heard have been here in Kennebunk, and they speak to both the breadth of the businesses to be found here, and the connection those businesses have to the community.

Take, for example, Bill Gallant of Mail-It Unlimited. Bill came to Kennebunk 26 years ago, to run his combination gift shop and shipping store. It's rare for any store to last for more than two decades, and reason to celebrate when it does, so it was natural for Bill to celebrate his 25<sup>th</sup> anniversary last year. What was unusual, though, was how Bill chose to do it.

While other stores might have run an anniversary sale, or put in newspaper ads to congratulate themselves, Bill did something different. He organized a food drive, and called upon his customers to bring in canned and dry goods for the Church Community Food Pantry. They answered his call, bringing in thousands of pounds of food.

This year, for his 26<sup>th</sup> anniversary, Bill did the same, and included pet food for the Animal Welfare Society in honor of Allie, the official "people greeter" at Mail-It and a rescued Golden Retriever. And again, this year, Bill's customers responded. And so, instead of champagne and ads touting himself or the business, Bill Gallant did something different for the community he's served for 26 years: he gave back to it.

That's the same spirit that led Bonnie Clement and Helen Thorgalsen – the owners of H.B. Provisions in Lower Village – to start the H.B. Fuel Fund. They turned the money left in the store's tip jars into a fund that can be used to pay for fuel for those too proud to ask for help, Clement said.

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Once the funds being collected reach \$800 or \$1,000, they take the money to local fuel companies like Downeast Energy, Branch Brook Fuels and Beupre Fuels. The fuel companies then work directly with people in need of help. Each receives \$200 in fuel, and their identities are known only to the fuel company.

In the last five years, the fund (now a registered 501c3) has distributed around \$30,000 for local people in need – all quietly done.

One brand new business in the area – Boulangerie, a Proper Bakery – is already doing its best to give back, too. Amy and Zach Tyson give the proceeds from homemade dog treats to the Animal Welfare Society, and plan to donate any unsold bread (which, given the lines, it may take a while for there to be any!) to the local food pantry.

Open only a week, the Tysons have already made it their business to not only become a part of the community, but to give back to it, too.

Of course, many businesses and individuals in our area give back in many ways, from Kennebunk Savings encouraging employees to volunteer their time to Duffy's hosting numerous charity breakfasts. While businesses helping out the community here may not be unique, it does speak to the deep connection businesses – and their owners – have to our town. It makes Kennebunk both a wonderful place to live and do business.

The Kennebunk Economic Development Committee meets the 1st Thursday of every month at 5 p.m. at Town Hall on the 3<sup>rd</sup> floor.

*To learn more about what the Kennebunk EDC is doing and how you can get involved go to:*

[www.kennebunkmaine.us/edc](http://www.kennebunkmaine.us/edc) or call Mat Eddy, Economic Development Director at 604-1366.

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*The End*