

Meeting October 27

Tuesday, October 27, 2015

6:10 PM

Attendance: I did not get the sign in sheet, so whomever has that can update who was present.

- I. Welcome:
 - Touched on where we are; see meeting agenda for October 27
 - Next Meeting will occur on Tuesday, November 10
 - Next step is to choose the spokesperson; Tuesday right before Thanksgiving; alternative option is December 8
 - Will post strategies for next week, then meet again in two weeks to discuss the proposal we'll take to Town Council
- II. Strategy brainstorm (I am not sure I captured all of them)
 - o Entertainment & cultural draw
 - o Master Plan for Downtown & Cambria; Vision & MAP; start to brand and market the downtown area
 - o Things to attract younger generations
 - o Zoning that encourages or makes a plan for multifaceted planning with retail & restaurants on first floor with grandfather clause for current businesses
 - o Invest in experienced people; such as downtown review board that holds the standard, full staff grant writer; full staff member designated for downtown
 - o Recreation department to drive events downtown;
 - Ex: 5K, etc.
 - o Town sponsored website for downtown merchants
 - o Upgrade the facades
 - Murals
 - o Upgrade some of the structures to attract new merchants
 - o Public Art
 - o Increase connectivity
 - o Connect Cambria w/ Huckleberry Trail
 - o Complete Streetscape on west & south main
 - o Partner more with organizations like DCI
 - o Create a Downtown NPO to work for downtown (DCI?)
 - o Museum partnership
 - o Partnerships with Universities; for student projects & entrepreneurship & unpaid or minimally paid staff
 - o Adding parking signage; what is public vs. private etc.
 - o Slow downtown traffic; enforce speed limits
 - o Bring awareness to downtown merchants already there
 - o Invest in decorating the four seasons
 - o Create new reasons to attract people downtown
 - o Branding & Identity
 - o Continue sidewalk, crosswalk, & ?? Development
 - o Residential ideas & space: do we have enough of the right types of housing downtown to attract the type of people we are trying to attract?
 - o What do we have and what can we do to attract the residents downtown?
 - o Ways to make connections.

- o Welcome signs coming into town; again, need branding
 - o Invest in marketing strategies
- III. Thinking bigger....vision is where we want to get to
 - o if we keep doing the same thing, will keep getting the same results
- II. Email additional thoughts to Karen ; Karen will post strategies & draft of proposal to town for our comments.
- III. Meeting again Nov. 10