

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)

- Entertainment & cultural draw
- Master Plan for Downtown & Cambria; Vision & MAP; start to brand and market the downtown area
- Things to attract younger generations
- Zoning that encourages or makes a plan for multifaceted planning with retail & restaurants on first floor with grandfather clause for current businesses
- Invest in experienced people; such as downtown review board that holds the standard, full staff grant writer; full staff member designated for downtown
- Recreation department to drive events downtown;
 - Ex: 5K, etc.
- Town sponsored website for downtown merchants
- Upgrade the facades
 - Murals
- Upgrade some of the structures to attract new merchants
- Public Art
- Increase connectivity
- Connect Cambria w/ Huckleberry Trail
- Complete Streetscape on west & south main
- Partner more with organizations like DCI
- Create a Downtown NPO to work for downtown (DCI?)
- Museum partnership
- Partnerships with Universities; for student projects & entrepreneurship & unpaid or minimally paid staff
- Adding parking signage; what is public vs. private etc.
- Slow downtown traffic; enforce speed limits
- Bring awareness to downtown merchants already there
- Invest in decorating the four seasons
- Create new reasons to attract people downtown
- Branding & Identity
- Continue sidewalk, crosswalk, & ?? Development
- 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?
- What do we have and what can we do to attract the residents downtown?
- 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