

# CDBC Meeting 9/15

Tuesday, September 15, 2015

6:08 PM

The following captures the brainstorm session to address creating a Mission Statement for the CDBC.

Brainstorm: Mission of this group

- To create a support for the downtown business; help them grow
- Create a vision for downtown (a brand); a visual master plan
- Fulfill the vision 2020 as it applies to downtown
- To make downtown the hometown place
- Increase retail opps
- Get involved in recruitment and retention; incentivise?
  - How do we engage others?
  - What incentives can be in place to encourage this?
- Work with property owners; change minds, get them involved
- Advocacy for downtown
- Serve as an advisory board for Downtown
- Work as a liaison between community and town toward development
  - Ex. Have a restaurant owner interested; work to help them find space and birth concept
- Serve as a welcome committee for new peeps downtown or anyone doing something to help downtown
- Liaison for resources
- Create a swat analysis
  - What markets are being linked to other areas?
  - What do people need?
  - What are our strengths

Summarize Mission thoughts:

- Advocate for downtown
- Serve as an advisory board
- Serve as a liaison for downtown: for community; community orgs; retailers, business owners
- Fulfill a vision for downtown
- Revitalize downtown
- Promote & Outreach; serve as ambassadors
- Enhancing downtown
- Support & advise toc in enhancing downtown; partnering with downtown with grant info
- Work with business owners to enhance their buildings
- Economic development for downtown
- Transform downtown as the "hometown"

Other thoughts:

- Who should be involved with committee?
- How do we get them involved?
- Consultants to create the downtown master plan;
  - Creates the general concepts and then provides a place to start
  - Needs to be visual

- Ask consultants: finding these UDAs, can they create the framework for the master plan
- Thank downtown businesses for upgrades they do;
  - Offer a plaque?
  - Consider some historic info cards to be placed in downtown businesses
  - Recreate the walking tour
- Success look like from Council?

Vision:

- Create a downtown square
- Promote downtown
- Walkable
- Quaint shops

Work with citizens, business & property owners and town officials and staff to create vibrant, revitalized mixed