

Minutes

Community Development Committee

For Meetings of April 13, 2016

The committee continued to develop and evaluate a list of Town assets.

The following related subjects to this effort were discussed.

1. BECD hotel study findings
 - a. Consultant says 46% occupancy needed and that this level could be attained in Bridgton
 - b. Calls to hotel brands found that 60% average occupancy required for hotel to be built.
 - c. Anne said that she has strong interest in boutique hotels but they will not move forward until there is sewage.
2. Advertising methods – A discussion of means of promoting Bridgton assets
 - a. Bill Greene shows about towns.
 - b. Invite summer people to participate
 - c. Letters in tax bills to reach residents and summer people
 - d. Best Source was felt to be internet and social media.
 - i. Battle of key words.
 - ii. Mobil phone friendly – 50% of searches from phones
 - iii. Martha volunteered to research the most popular social media sites
 - iv. Anne suggested using the ability to reach 1.3 billion users by imbedding Bridgton assets in Facebook news feeds. The cost is approximately \$30 per time. The users can be tailored. Users would pay all or partially for promoting their activities. The Town

could participate in this program as an economic development tool.

- v. The Town Manager disclosed that the Town was talking with Pulp and Wire to brand the Town and develop a better web site.
3. Inviting summer residents to participate in the CDC was discussed.
 4. Inviting the student of month to participate in the CDC was discussed.
 5. Towns present lodging and possible need for new and additional lodging. Nel volunteered to develop a list of lodging available in Bridgton including the number of rooms. Anne said she would work with her to develop the list.
 6. Retention of Town electron media expert. The need for a knowledgeable electronic media expert to manage the Town's electronic promotional efforts was felt to be needed by all. The complexity of quickly changing technologies was felt to mandate this.
 7. The idea of a meeting to involve all those sponsoring events to share common event ideas and means of promoting was discussed. It was felt that a media and promotion handbook needs to be developed as tools for event sponsors.