

# **Agenda**

## **Community Development Committee**

For Meeting of Wednesday May 11, 2016 at 8am

In BOS Room

The agenda will be:

1. Bridgton Event Calendar
2. Continued development of Plan to promote Bridgton
  - a. Evaluation of assets
    - i. Type
    - ii. Quantity
    - iii. Quality
    - iv. Season
  - b. Needed assets

# **Minutes**

## **Community Development Committee**

### **For Meetings of May 11, 2016**

NO Meeting was held on April 27<sup>th</sup> because of lack of a quorum.

On May 11 the committee continued its discussion of the developing Bridgton asset list.

#### Additions to list

1. Willis Park
2. Loon Echo Bike Trek
3. Bus service to Portland
4. Social Clubs such as Lions, etc.
5. Churches

Anne presented the report on lodging which is has been made part of the promo plan Excel workbook.

Martha presented the top five social network internet sites which have been made part of the promo plan Excel workbook.

The development of an event calendar was not completed. Chuck R. said that he would undertake the task.

The committee began to discuss the quality of the assets. This included ideas for events and means of promoting them. It quickly became apparent that the greatest failing of all was self-promotion.

The conversation of promoting became one of communication. This ranged from the traditional mediums of hardcopy techniques to those of the new electronic tools. The low cost of the electronic mediums and their use by younger individuals was recognized. A communication subcommittee to be chaired by Pete DeBrule was established to report back with ideas and recommendations at the first meeting in June.