

Minutes

Brunswick Main Street Strategic Planning Meeting

Jan 16, 2019 at Brunswick City Hall

Present: Julie Martorana (chair), Sophie Smith (M.S. Manager), Abbie Ricketts, Theresa Blaner, Lee Zumbach, Wayne Allgaier

Strategic Plan defined:

A guide to give general direction to Main Street for near future efforts.
Something to share with the public to let them know what we are doing.
Scope: Through 2025 (6 years).

Mission Statement: Remains unchanged

Vision (through 2025): Based on our meeting with Adam Cubbage last fall.
Can be modified as we go along.

Strategic Goals listed for each of the 4 Committees.

These are broad. *This evening's purpose* is to come up with *specific* **objectives**/projects for each year from 2019 through 2025.

Key performance indicators also need to be defined.

The group then took 20-30 minutes, using post-it notes, to post their suggestions on placards for each committee (plus one for "Key Performance Indicators").

Followup: Julie will organize and distribute the posted ideas to Board members (hopefully by the first of next week).

Post-activity general discussion (no specific conclusions or assignments made):

- 2005 Community Legacy Plan needs to be reviewed.
- Ideas for the development of Railroad Square were discussed.
- Survey of citizens – what do *they* want downtown? A high-quality survey was done as a part of the City's branding study in 2012. This is available on the City's website, and would be good to review.
- Status of video: on the back burner for now, as Nick has other priorities at this time.

Submitted by Wayne Allgaier, Secretary