

**Winthrop Comprehensive Planning Process**  
**Marketing and Communication**  
**September 28, 2009**

**Board Attendance:**

Patrice Putman  
Andy Wess  
Sarah Fuller  
Ken Johnson  
John Callinah

Harold Burnett  
Jack Kaiser  
John Carpenter  
Phil Locashio  
Kristen Bartlett

**Town Support:**

Chris Huck, KVCOG  
Cornell Knight, Town Manager

**Community Members: Charlie Soltan, Eric Conrad, Margy Burns Knight, Russ Hazzard, Amy Lawson, Linda Huff**

7:00 pm — Meeting opens

Committee chair Patrice Putman asked for updates from several members:

Kristen Bartlett visited with Mr. Knight's second-year chemistry class at Winthrop High School. They are going to research the issue of chickens and zoning, beginning with a survey to high school students. Jim Norris will also be visiting the class.

Sarah Fuller updated the group on the status on the Town Councils investigation into creating an historical commission. A representative from the Maine Historical Society visited the Council and discussed the options open to towns. Most town historical commissions deal with buildings and not historical town papers, artifacts, etc (this is more likely handles by an historical society). After discussion, the town council wanted a more detailed vision of what role the town expected a new commission to take. Possibility to use town historian as a means to hold together an historical society (since volunteer societies tend to loose steam over time).

WKEDA: Sarah and Ken met with WKEDA and learned about their marketing plans, with future work on marketing plans to come (including plans for area as a whole and separate plans for towns within WKEDA).

Market region, events, school sports, YMCA?

***What do we want to market?***

- Good Schools (need to increase enrollment to keep schools vital. 64% of town budget goes to schools)
- Job Opportunities
- Pleasant Community
- Recreational Opportunities
- “Good” Housing

- Available labor, facilities, incentives
- Natural resources-lakes
- Hub for surrounding communities  
(access to 95)
- Performing arts
- The Village (sidewalks)
- Police, Fire, Ambulance, wide public services
- Medical facilities
- Centrally located to other attractions ('An Hour from Everything' (Portland, ocean, ski area, etc)). Also near higher education facilities.
- Walk-ability
- “We have the house for you”
- Wellness aspect. Walking, hiking, free tennis, town beaches.

***How do we want to market? Who will be responsible? Timeline?***

- Work with schools (ex: Ramblings...quarterly newspaper that was delivered to homes)  
Possibility of Tuition in students (like Camden)
- Define our Winthrop “product”. What is our competitive edge?
- Lakes *Region*
- Unique Winthrop town
- What are the top strategic goals of the committee? How can we advertise and market to support those goals?
- Realtors are point of access to introduce prospective home buyers to town.
- Advertise the businesses we *already* have in town.

Marketing to:

*Families*

- We have community
- Close to other areas (1 hour)
- Natural Resources/Recreation
- “We have the house for you”
- Health/Wellness
- Good neighborhoods
  - local churches, banks
  - safe (fire, EMS, police)

*Businesses*

- Labor
- Facilities
- Access
- Higher Education
- Existing business testimonials
- Augusta-Lewiston proximity

*People already in town*

- Winthrop Website (e-newsletter?). Make sure website search engine optimized.
- Go to where people congregate (Hannaford, transfer station)
- Community Billboard
- Specific events
- Mailed newsletter (costs?), or handouts
- E-mailed newsletters to mailing list (out of town visitors as well)
- ½ page or ¼ page ad as a community service in the Advertiser (a dedicated “Winthrop page”). Need for paid position to make it happen.

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There are things that go together to make Winthrop unique: natural resources, downtown, recreation, school, etc. But what, do we *specifically* have that we want to develop?

How do we get people from “up on the hill” (Hannaford, Audettes) to downtown as well? The uptown area is an asset to draw people to town. The key is to be able to capitalize on this new draw.

One possible way to get people downtown is to create another anchor at the lower end of Main Street to encourage retail development *along* Main Street instead of continuing along 202.

\*\*Why are people leaving town as well? Jobs, etc? How would we find out this data in a more than anecdotal way? Realtors?

\*\*In comprehensive planning process, we need to identify a few key, important tasks where the town can focus (Not just a laundry list of items). Add things in the plan that will help to market the town in the years to come.

Next meeting: October 13<sup>th</sup>. “Where and How we grow?”