



CAB Minutes April 10, 2012

The regular monthly meeting of CAB was called to order by President, Scott Rowley. There was a quorum present. The following businesses attended: Home Town Builders LLC, Cornish Historical Society, Full Circle Artisans Gallery, Brazier Place, Scenic Roots, Paul Watson, Scott Design, Midway Lodging, Your Weekly Shopping Guide. Brad Perkins (Century 21), Cottage Treasures and Sacopee Valley Eye Care. We had several guests this evening, Pam Young from Channel 13 and John and Allaire Palmer of Highland Farms.

Before the regular meeting convened Pam Young of Channel 13 presented an advertising program available to communities to enhance their visibility. She showed a presentation of a program implemented in Bath, ME. It was a very enticing proposal. She outlined the way the ads would be aired and assured us that there would always be a connection to our existing web site. The cost would depend on the number of businesses that wished to participate. Her suggestion would be to air over a 2 month period – perhaps 2 weeks on and 2 weeks off with 30 second spots, some early in the day, some daytime and some evening. If 15 merchants participated it would cost \$321.66 per person. This schedule could be customized to fit our budget. There would also be a production cost of \$75.00 per business. The cost of the ads would go down with a larger number of businesses participating. If there is interest in this project please contact Scott Rowley, so CAB would know if this is something to pursue. CAB can also go on the Community Calendar at Channel 13 free of charge.

The Open for Business Program instituted by Gov. LePage was also presented. This program is free to the community but takes careful consideration of questions they require communities to answer. It would require a group larger than CAB including town representatives and some officials backing such a project. It would help to attract business, bring new residents and help with community projects. If you would be interested in learning more about this project and serving on a committee contact John Palmer at Highland Farm or Eileen McKinney at Midway Lodging. There will be more information about this project on the CAB web site.

Both of these presentations offered exciting possibilities for our area and our thanks go to Pam Young and the Palmers for bringing them to our attention. Thanks also to Eileen McKinney for her information about this project.

The Business Meeting

The secretary's report sent by email was accepted as sent.

The Treasurer was unable to be present and sent the following report that was accepted.

<u>March Balance</u>	\$5,425.04
Interest	.25
<u>Deposits</u>	\$2,320.00
<u>Expenses</u>	
Maine annual	
Filing fee	35.00
SORHA	500.00
Inkwell- Stamp and	
Copies of membership	
forms	86.00
<u>Bank Balance</u>	\$7,124.29

I.. Old Business

A. Spring Celebration - APRIL 29TH from 5-7:30pm. Plans are moving along. Posters are up and tickets are on sale. We need items for the silent auction. If you have something to donate please call Ernestine Bash: ph. 625-2301 or email - cottaget@hotmail.com. Items needed by April 23rd. Help support our community.

B. Kiosk- Shannon Shurette plans to place historical pictures of Cornish in the kiosk when the space is not rented. They cost less than \$10.00 to produce. Businesses can rent space for \$25.00 per mo., CAB members \$20.00.

C. Strawberry Festival-June 23rd. Doles opens for picking on the 15th. Pickers are needed. Becky of Celtic Rock will provide music for 3 hrs. at a cost of \$150.00. There will also be a limited number of craft tables at \$25.00 a table. Shannon would also like to have a bake table with all varieties of strawberry items. The event will take place in the Thompson Park. If you are able to help Shannon in any way please call her at ph.625-7725 or email her at fullcirclegalleryandemporium.com.

D. Members Committee- CAB has 70 paying members and 2 honorary members. A big thanks to Teresa Drown and the rest of the committee.

E. Marketing-The brochure is being designed. The map will be extended and the folder will have an additional leaf.

F. Crosswalks- Planned painting, May 20th (rain date June 3rd). A chairman is needed.

G. Farmers Market- Terria Palmer found that there is an interest in a co-ops rather than farmers markets. Area residents would prefer to buy from local farm stands. She will continue to gather more information.

www.cornish-maine.org

~ Promoting Business and Community Welfare in the Town of Cornish since 1990 ~



H. Apple Festival- Invitations to previous vendors go out in June-July. Then after that forms will be available to all vendors. Information will be available on the web site.

I. Christmas in Cornish- We found a "Santa", David Wight of Hiram. It was decided to have him at the tree lighting on Friday Nov. 30th for an hour. He charges \$60.00 an hr. but it is possible that he will donate his time to non-profits. We would give him an honorarium if that was the case.

II. New Business

A. Facebook-members can have a link to their web site, but there is no one putting members on Facebook.

B. Blogs were also mentioned. We have none.

The meeting was adjourned at 8:15. The next regular monthly meeting will be May 8th at the UCC.

Respectfully submitted,

Ernestine Bash, Secretary