



Old Town Professional Building, 1/28/26 @ 3PM

Meeting ID: 850 2028 1546

Passcode: 413497

1. Welcome & Introductions
2. DTOT Direction
 - a. **Promotion/Events: Creating a positive image for the downtown area to attract both consumers and investors.**
 - i. Downtown Coordinator role in planning, promotion, and partnership coordination
 - ii. Fire and Ice Update
 1. Event progress and planning timelines
 - a. March 2026
 2. Opportunities for sponsorship and community involvement
 - iii. Collaboration on events to increase Old Town visibility
 1. Ex. Halloween Trunk-or-Treats
 - b. **Organization: Building a strong, sustainable organization that can effectively manage the revitalization process (community participation, partnerships, and a dedicated volunteer base)**
 - i. Community Participation and volunteer engagement
 1. Strengthening partnerships with local organizations and businesses
 - ii. Increase year-round event supported by volunteers
 1. Festival of Lights, Fire and Ice, Movie Nights, and Riverfest
 2. Other holiday/celebration collaborations
 - c. **Design: Enhancing the physical appearance of the area, including buildings, public spaces, and infrastructure.**
 - i. GBRERC Kiosk is up in Brewer and soon in Old Town
 1. Event graphics can be sent to Emma for posting
 - a. Ex. Festival of Lights as local and Fire and Ice as regional
 - ii. T-Mobile Grant Potential Project
 1. Parks and Trails—100th anniversary for Rotary is for trail work

d. Economic Vitality: Strengthening existing businesses and recruiting new ones to improve the economic health of the district.

i. Economic Development Director

ii. Business growth

1. Two Chicks Resale moved to 319 Main St

2. Downtown Professional Building capacity and signage

iii. Business recruitment and retention efforts

3. Other Updates

a. Annual Report — submitted

b. MDF/MDC

i. 2027 Conference

4. Remaining 2026 meetings

a. February 25th @ 3PM

b. March 25th @ 3PM

c. April 22nd @ 3PM

d. May 27th @ 3PM

e. June 24th @ 3PM

f. July 22nd @ 3PM

g. August 26th @ 3PM

h. September 23rd @ 3PM

i. October 28th @ 3PM

j. November 25th @ 3PM

k. December 23rd @ 3PM