



Cumberland Maine Business Association *2nd Quarterly Meeting*

Thursday, April 29, 2010
Cumberland Town Hall Council Chambers

- Review of business survey results (PowerPoint presentation)
 - Discussion regarding the impression that Cumberland is anti-business
 - May be from years ago – gather data on the number of projects approved over the last 5-10 years and the timeline on each
 - Note that some of the negative impressions may be a result of dealings with staff rather than the Planning Board or Council

- “Buy Local” Campaign
 - Perhaps create a regional campaign to include more businesses
 - Include Falmouth, Yarmouth, North Yarmouth?
 - Directory of businesses – make available to all residents
 - Promote CMBA website directory
 - Create community phone book – available services and commercial real estate, types of businesses located in town
 - Promotion
 - Utilize town road signs to advertise campaign
 - Create stickers for businesses to display in windows and/or on vehicles
 - Connect with MSAD email blast – “Items for Sale”
 - Connect with Cumberland/North Yarmouth Family Network

- Action Plan
 - Looking for input to develop a mission statement – please provide suggestions on the handout included in the meeting packet
 - Email your thoughts to adaniels@cumberlandmaine.com
 - Or mail your completed form to Alyssa Daniels, 290 Tuttle Road, Cumberland, ME 04021