



Town Council Workshop Meeting Minutes

Thursday March 4th, 2021 @ 5:30pm
Council Chambers - 1 Portland Avenue

There was a Town Council Workshop on Thursday, March 4th. Chair O'Neill opened the meeting at 5:30pm in Council Chambers. The purpose of the meeting was to discuss marketing and branding of Old Orchard Beach. Along with the discussion will be a presentation by Blackfly Media.

Individuals in attendance included:

Shawn O'Neill, Chair

Kenny Blow, Councilor

Jay Kelley, Councilor

V.Louise Reid, Councilor

Fran Beaulieu, Director of HR & Communications

Jen Hayes, Town Council Secretary|Executive Assistant

Larry Mead, Town Manager

Diana Nelson, Blackfly Media

Diana Nelson spoke to the benefits of marketing and branding for the Town of Old Orchard Beach. She explained the processing of branding and the need to establish a consistent message throughout the Town consistency for all constituents and stakeholders. She provided a presentation explaining how her company, Blackfly Media, could offer the best support in regards to website redevelopment, brand development, marketing plan and brand roll out.

After the presentation, Council recognized Blackfly's work and presentation with appreciation. Dialogue between the two entities centered on the needs of the Town which included: economic development, building a school population & attracting young families, and addressing the needs of our active senior population and residents. Upon leaving the meeting, Blackfly was charged with answering the question, "how would Blackfly Media work to bring more business into Town through a rebrand?"

Comments were taken from Peter Guidi, owner of SeaGlass Inn in Old Orchard Beach. Peter remarked that the need to rebrand Old Orchard Beach was long overdue and applauded both the efforts of Council and Blackfly Media. He suggested looking into a booking software that could be incorporated into the Town's new website design that would allow for hotel bookings to come through the Town website.

Moving forward Council will continue the discussion of an Old Orchard Beach branding campaign; addressing the needs of the Town's residents, business owners, and visitors.

The Council Workshop adjourned at 6:52pm