

A quarterly publication featuring Main Street Programs and Downtown Alliances in our communities

# Downtown Quarterly



Special Supplement to the Kennebec Journal • Morning Sentinel

Wednesday, April 20, 2016



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Music lovers enjoy a free concert in downtown Gardiner.

# It is Spring in Maine

Time to put away the snow shovels and get out to explore your local downtowns. Take daytrips to communities you have always wanted to explore, dine at that great restaurant you have heard so much about for Mother's Day.

The communities featured in Downtown Quarterly all have something in common. They are all Members of the Maine Downtown Center and The National Main Street Center. This means they all have a historic character and standards they are working with make their downtowns the heart of the community they represent. They are walkable and offer healthy activities.

Take advantage of these communities when you are looking for a new adventure, a new place to visit. Attend events, shop, dine, and explore locally. Go to the Farmers Market, enjoy Maine grown food at an eatery.

Stop into unique shops and galleries, meet the owner and discover why they have their businesses in that community. Visit a local museum or Visitors Center and learn some local history.

Maine downtowns offer great backyard adventures, get out and visit one today!

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**FSB's Sally Dwyer and Patrick Dore at a Skowhegan work site.**

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# Welcome to Downtown Skowhegan

## More active Skowhegan revitalization initiatives

BY KRISTINA CANNON  
Executive Director

If you didn't already know, let me be the first to tell you – Skowhegan is on the move. Locally owned businesses are growing, collaboration within the community is at an all-time high, and there's an unmistakable positive vibe that's spreading.

Main Street Skowhegan is excited to be a part of this movement, and we've been working behind the scenes to continue the revitalization of Skowhegan. By the end of May, we'll have a polished strategic plan — informed by feedback from more than 500 members of the community — that will include action steps for implementation. But we haven't been sitting idle waiting for direction from this plan. We've been listening to our stakeholders and have already begun working on several initiatives that will bring positive change to Skowhegan:

We're working with the Run of River Committee to help bring this project to fruition. An economic impact study and business plan are in progress, and we're working on a communications plan that will keep the community informed about future progress.

The Business Enhancement Committee is working with other economic development groups in town to create a comprehensive business incentive package that will entice entrepreneurs and business owners to start a business or expand to Skowhegan. Once we have an attractive package, we'll use it as a tool to attract new businesses to town.

We now own the domain VisitSkowhegan.com, and over the next several months we'll create a website that will serve as a marketing tool for Skowhegan.

We're planning a Quickbooks workshop for local business owners — stay tuned for details.

The Design Committee is raising money to add a Barry Norling sculpture to our public art collection.

We're building a relationship with the Maine Motorcoach Network to bring bus tours back to Skowhegan.

We're committed to being a marketing vehicle for Skowhegan area businesses. In March we sent out our first business news email — something we'll now send out monthly. We'll also promote news via our Facebook page. Please send your business news to [info@mainstreet-skowhegan.org](mailto:info@mainstreet-skowhegan.org).

From now on, we'll welcome all new businesses to Skowhegan with a special event that includes a ribbon-cutting ceremony, presentation of a certificate from Skowhegan Economic Development, and a plant from the Skowhegan Fleuriste. We'll also draft a press release and promote the opening via Facebook and our email newsletter.

Also, we're still planning several community engagement events for the upcoming year, including River Fest, the Holiday Stroll, and the first-ever Skowhegan Craft Brew Festival. Check out [MainStreetSkowhegan.org](http://MainStreetSkowhegan.org) for more information.

Have questions? Want to help? Contact us at [info@mainstreetskowhegan.org](mailto:info@mainstreetskowhegan.org) or 612-2571.

## Skowhegan businesses are growing, moving and adding products



MaineBarkery owner Amanda Clark, with her mother, Linda Quirion, busy cutting and rolling dog treats in her new commercial kitchen space at 134 Water Street.

### The Maine Barkery preparing for grand opening

Amanda Clark, owner of The Maine Barkery and winner of the Main Street Skowhegan Savings Entrepreneur Challenge, has been painting walls, ordering equipment, and inventorying new dog toys — all while baking dog treats — in preparation for her grand opening at 134 Water Street. The Maine Barkery's new location will feature a commercial kitchen for increased production of Clark's all-natural dog treats and a retail space to sell dog treats, toys, and other products direct to consumer.

Since winning the Main Street Skowhegan Savings Entrepreneur Challenge, Clark has increased her wholesale accounts from 12 to 17. After officially testing her new commercial kitchen, Clark was excited by the increased

production potential. In one day she was able to produce the same amount of dog treats that would have taken a week in her home-based kitchen.

As winner of the Entrepreneur Challenge, Clark was awarded a \$20,000 benefits package to help expand her home-based business into a downtown storefront. An official grand opening date hasn't been set, but Clark is planning for the end of April or early May.

### The Bankery and Skowhegan Fleuriste & Formalwear Expanding

Eight years ago, Matt DuBois and Michael Hunt opened The Bankery and began selling artistically designed cakes and fine pastries. Three years later they acquired the adjacent Skowhegan Fleuriste shop and created a one-stop shopping experience for weddings and special events.

Since then, The Bankery has steadily expanded its business to include homemade soups, quiche, lasagna, and meat pies, and have recently created retail space for other products from local businesses including Maine Grains, The Maine Barkery, ATK Bloody Mary Mix, October Fields candles, Stonewall Kitchen and more.

Their wholesale business serves area restaurants and has recently extended to West Forks locations.

### Rolling Fatties Food Truck in Skowhegan this summer

Rolling Fatties, a Kingfield-based restaurant that specializes in burritos made from locally sourced harvests, will make regular appear-

More BUSINESSES, PAGE 5

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# Businesses

CONTINUED FROM PAGE 4

ances in Skowhegan this summer. Owners Polly and Rob MacMichael will sell burritos from their food truck in Pocket Park on Fridays from noon to 2 p.m. starting in May. Pocket Park is located on the corner of Madison Avenue and Commercial Street.

## Ass Over Teakettle now crafting ketchup and sauces



Recently Quinn expanded her product line to include ketchup, barbeque sauce, and cocktail sauce.

Teakettle business has done just that.

Quinn was recently featured on ABC 7's Made in Maine and is one of the newest Maine Made companies. Maine Made is a Maine Department of Economic and Community Development program recognized worldwide for representing some of the finest craftsmanship available today.

Recently Quinn expanded her product line to include

ketchup, barbeque sauce, and cocktail sauce. Her products can be purchased locally at The Beverage Mart and The Bankery and are also available online at [assoverteakettle.net](http://assoverteakettle.net).

## The Children's Cottage adds Carhartt and Bogs

Just three years ago, Karen Lewia and Kirk Karkos moved their children's clothing and toy store, The Children's Cottage, to Skowhegan. Since buying the three-story building at 66 Water Street, they have expanded their product lines from primarily "gently used" clothing, toys, and books to include new, name-brand items from Bogs, Carhartt, Keen, and Melissa & Doug, as well as books by local Maine authors like Lynn Plourde.

When Lewia bought the old McClellan Department Store building, the upper two stories had been vacant for years and conditions had deteriorated. With help from Main Street Skowhegan, Lewia applied for and received a grant from the Elmina B. Sewall Foundation to kick start the rehabilitation process. Newly renovated, the second floor has now hosted several businesses including Midge's Theater Arts Studio, Kid Friendly Photo, Pilates classes and yoga classes.

## Other businesses news

**Maine Grains** at the Somerset Grist Mill will add a wood-fired pizza oven and re-open the Pickup Café under a new name, with plans to add a cheese cave and experimental brew tanks in the future.

**Dog Not Gone Visibility Products** earned a contract with Walmart to sell their tick-repellant visibility vests nationwide.

**Madlyn's New and Used Clothing** expanded to Skowhegan, opening its doors in March.

Other locally owned businesses are growing and expanding their product offerings to meet the needs of consumers.

## UPCOMING SKOWHEGAN EVENTS

### Past Seasons Designs Sale at River Roads Artisan Gallery

Saturday, April 16,  
10 a.m.-4 p.m.  
75 Water St

River Roads Artisan Gallery is holding their annual pre-opening art sale on 2015 designs.

FMI: [RiverRoadsGallery.com](http://RiverRoadsGallery.com)

### Skowpendous Family Fun Day

Friday, April 22, 5-7:30 p.m.  
Downtown Skowhegan

Wood-fired oven pizza, hot dogs, popcorn, fire pit, s'mores, fire truck, ambulance, police vehicle tours, children's crafts, family activity tables, free raffles, and kid-friendly music are some of the highlights for this year's event.

This is a free event.

FMI: 859-1514

### Run for the Roses

#### Kentucky Derby Party

Saturday, May 7, 5-7 p.m.

Bigelow Brewing Company  
GFWC Semper Fidelis and GFWC Skowhegan Woman's Club present the Kentucky Derby fundraiser at Bigelow Brewing. Cost is \$15 per person or \$25 per couple and includes light refreshments and four sample-sized beers.

Tickets are available at the SACC office, Ames Home Center in Canaan, and at Bigelow Brewing. Derby attire encouraged.

### Skowhegan History House "1885 Skowhegan"

Tuesday, May 10, 7-9 p.m.  
Margaret Chase Smith Library

This presentation will explore what it was like in Skowhegan at or around 1885. Enhanced images and period documents will reveal how small business and industry depended on the rail system for transporting raw materials, goods, and manufactured products throughout the country, how folks relied on the system for transportation to and fro, and how the railroad helped Skowhegan to establish itself as a vital, spirited, and industrial Maine Community.

FMI: 474-6632

### Dance & Dine

#### Wood Fired Pizza Night

Thursday, May 19,  
4-7 p.m.

Skowhegan Town Office parking lot  
Main Street Skowhegan and the Maine Grain Alliance will offer wood fired pizza as a shared fundraiser during Bradley's School of Dance dress rehearsal.

Drinks and desserts available.

FMI: [MainStreetSkowhegan.org](http://MainStreetSkowhegan.org)

### Memorial Day Parade

Monday, May 30  
Downtown Skowhegan  
Details TBA

FMI: [Skowhegan.org](http://Skowhegan.org)



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## Welcome to Downtown Augusta

Downtown Augusta is on the move and experiencing rapid changes. Since the start of the New Year, we've seen two new businesses open up on Water Street, including Alnaeem Market, a halal shop, and Brother Express — a Chinese restaurant. The coming months are also bringing in new business for our downtown as we have a new Irish pub opening up on Bridge Street called Black and Tan serving up traditional Irish and Scotch pub fare; and a new American fare (steak and lobster) restaurant going in the old Farrell building.

On the development side of things, two new market-rate apartments are currently being constructed over the old Stacy's building. In addition, big changes were also made with the recent demolition of the old green canopy and shingle siding on the Farrell building. The resulting changes have exposed the original granite work and columns, which had previously been covered up for the last forty years.

Organizationally, the Augusta Downtown Alliance is working on several cultural and entertainment events for

this spring and summer including Raw Space, an upcoming art walk in which we are showcasing our empty spaces with avant-garde art work on May 13; the Color Dash, a color run we are partnering on with the KV Chamber of Commerce, set to take place on Water Street and the Rail Trail, with activities commencing and ending at Old Fort Western on June 4; a masquerade ball fundraiser at the Calumet Club, with a portion of the proceeds benefiting the Colonial Theatre restoration on June 24; a river fest called Chicken River Blues, an all-day outdoor festival featuring — you guessed it — blues music, chicken, a bike-a-thon, and water-based activities, including kayak races and swimming on August 6; and a farm-to-table dinner, with the ADA working in tandem with farmers from our Farmer's Market on August 14.

There's simply far too much happening Downtown to capture all of it in one issue, but with the continued support of the City of Augusta along with the ADA's developers, merchants and stakeholders, there's sure to be a lot more to report on in the future!

### UPCOMING DOWNTOWN AUGUSTA EVENTS

#### RAW SPACE (ART WALK)

Where: Water Street When: Friday, May 13, 2016 Time: 5-8PM

Raw Space is a different kind of art walk. Drawing upon the juxtaposition of beauty and grit, it unleashes the untapped potential of pure urban rawness that lies within empty spaces. Showcase your art against the most basic of canvasses, and let its true form shine through.

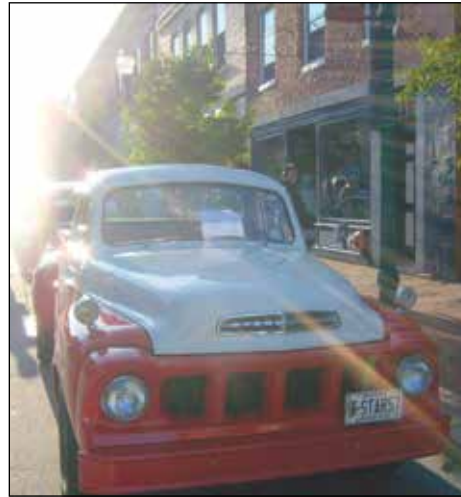
#### COLOR DASH (5K)

Where: Old Fort Western When: Saturday, June 4, 2016 Time: TBD

Often referred to as "the world's brightest 5k", Color Dash is a race like no other. Join sponsored runners as they get blasted with hues of every shade. With proceeds benefitting the Augusta Downtown Alliance, as well as the Kennebec Valley Chamber of Commerce, this is one event where you'll want to put your true colors out on display. To learn more on these events, go to [www.augustadowntownalliance.org](http://www.augustadowntownalliance.org).



## Welcome to Downtown Gardiner



"I love the interaction with the car enthusiasts and spectators and I enjoy playing music for all listeners to enjoy, young and old. That is part of my passion for putting on these types of events."

JASON EVERETT, ORGANIZER  
CLASSIC CAR CRUISE-IN NIGHTS

## Ainslie's Classic Car Cruise-In Nights moves to Gardiner Waterfront Park

BY JULIE KRAVETZ  
Gardiner Main Street Volunteer

For the past 19 years, every year, something special has been happening in Gardiner, Maine. It started with one man, Walter DuPont, and his passion for sharing his love of classic cars with others. Walter started Classic Car Cruise-In Nights at Ainslie's Market and it became one of the first, as well as the biggest, in the state.

This tradition in Gardiner continues to grow with each passing year. To accommodate the interest of this event, the location of the show will transition this year from Ainslie's Market to the beautiful Waterfront Park in Gardiner. Thursday evenings, May through September, from 5 to 7p.m. downtown Gardiner will hum with the sounds of revving engines, the chatter of car enthusiasts, and up-beat, fun music from the same era as the cars.

Even those who aren't necessarily car enthusiasts will enjoy the atmosphere and the beauty of Gardiner's Waterfront Park. The organizer and DJ of this event, Jason Everett, will entertain with music provided by The Music Crew.

New this year, Central Maine Meats, the Cruise-In's top sponsor, will sell and provide samples of their local meat products, and other local food producers will be on hand to highlight the bountiful array of locally produced food in Central Maine. Community groups, like Gardiner's First Baptist Church, will contribute to the atmosphere each week by selling other goodies. Fabulous Giveaways and Door Prizes donated from Napa and other

area businesses will be handed out each evening.

Ainslie's Classic Cruise-In Nights are very much an interactive experience. The event gets planned throughout the year by Everett who finds distributors who want to show off products that car enthusiasts will enjoy.

Showcasing classic cars is only part of what makes the Cruise-In Nights so special.

"I love the interaction with the car enthusiasts and spectators," Everett said. "I enjoy playing music for all listeners to enjoy, young and old. That is part of my passion for putting on these types of events."

Community involvement and the people are what make Ainslie's so special. Gardiner has a reputation for community togetherness and that makes it a great location. Without enthusiastic people, there would be no Cruise-In Nights. Long-timers have shown their dedication for keeping Ainslie's alive and newcomers become friends. The event has become a staple in Gardiner.

Everett and Gardiner Main Street are always looking for ways to improve the event. Everett said he has gotten great feedback from the crowd over the years and loves hearing from the people who make everything possible. Any questions on the Classic Car Cruise-In can be directed to Everett at 592-7019 or [themusiccrew@rocketmail.com](mailto:themusiccrew@rocketmail.com).

So, come May, cruise on down to Gardiner's Waterfront Park and be a part of something exciting that brings everyone a little closer together.



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**UPCOMING GARDINER EVENTS**

4/21 – Poetry Slam/Spoken Word Night, 5-8 p.m., Niche Inc., 289 Water St.  
 4/23 – Mystery In The Archives, 6 p.m., Gardiner Public Library, 152 Water St.  
 4/30 – Capital City Improv, 7:30 p.m., Johnson Hall, 280 Water St.  
 5/4 – Facetime Social Networking & Craft Beer Cellar Tasting, 5-7 p.m., Johnson Hall, 280 Water St.  
 5/6 – Gardiner ArtWalk, 5:30-8 p.m., downtown Gardiner  
 5/13 – Slaid Cleaves, 7:30 p.m., Johnson Hall, 280 Water St.  
 5/14 – Magician Norman Ng, 7:30 p.m., Johnson Hall, 280 Water St.  
 5/19 – Poetry Slam/Spoken Word Night, 5-8 p.m., Niche Inc., 289 Water St.  
 5/21 – The Mallett Brothers, 7:30 p.m., Johnson Hall, 280 Water St.  
 6/1 – Gardiner Farmers Market Season Opener, 3-6:30 p.m., Gardiner Common  
 6/1 – Facetime Social Networking, 5-7 p.m., Crooked Halo Cider House, 46 Church St.  
 6/4 – Maine Event Comedy, 7:30 p.m., Johnson Hall, 280 Water St.  
 6/17 – Muddy Ruckus Free Waterfront Concert, 6-7:30 p.m., Waterfront Park  
 6/18 – Greater Gardiner River Festival and Craft Fair, all day, downtown Gardiner  
 Every Tuesday Night: Open Mic, 5-8 p.m., Niche Inc., 289 Water Street  
 Every Wednesday: Gardiner Farmers Market, 3-6:3 p.m., Gardiner Common (June-Oct.)  
 Every Thursday Night: Classic Car Cruise In, 5-7 p.m., Gardiner Waterfront Park (May-Sept.)  
 For more information on these events visit [gardinermainstreet.org](http://gardinermainstreet.org)

# There is always room for more in Gardiner's Craft Beverage Industry

BY SUZZANNE DOIRON  
*Gardiner Main Street Volunteer*

Gardiner is increasingly becoming known as a local foods hub, with a vibrant farmers market and expanded capacity to process chicken, lamb, pork, and steak. However, Gardiner has also recently exploded as a mecca for craft libations, too. The city is an up-and-coming hot spot for the growing craft alcohol movement. Craft beer, cider, and soon a distillery that will produce gin, barrel-aged rum, and several other spirits.

The craft alcohol industry has grown several exciting businesses in Gardiner in recent months and years. Lost Orchard Brewing Company brought hard cider to the city along with new life to the Congregational Church building that sat empty for years on the Church Street hillside. Crooked Halo Cider is already available at retailers throughout the state, and a tasting room will open in June on Church St.

The Craft Beer Cellar is a growing franchise, currently in 25 markets with 10 more planned. The local owner revitalized 339 Water Street, a building that once housed a local bakery and a marketplace near Gardiner's busiest intersection. Craft Beer Cellar carries all the labels any "Beer Geek" could ask for and more, with monthly tastings and events to introduce new flavors to beer lovers' palates.

Just a few doors down at 325 Water Street, Rick McCormick at Maniac Brewing & Supply has all of the equipment, ingredients, and know-how to help you successfully homebrew and create your own beer, wine, cider, mead and soda.



Craft Beer Cellar carries all the labels any "Beer Geek" could ask for and more, with monthly tastings and events to introduce new flavors to beer lovers' palates.

The Depot pub has long been a local gathering place for friends and family to meet and enjoy a craft beer. The Depot has 27 beers on tap and will soon be adding 8 additional taps. The Depot hosts monthly "tap take-overs", where craft brewers have a chance to utilize several tap lines to share their latest and greatest offerings so

that visitors can sample new brews.

Sebago Lake Distillery will be located at 469 Water Street, overlooking Cobbosseecontee Stream. Because of the complicated regulatory environment for spirits, the business has an extended ramp-up period, so things will be pretty quiet until early 2017, at which time they will be in full production, open a tasting room and have retail sales.

Each of the entrepreneurs behind these ventures has the shared belief that one strengthens the other. This burgeoning ecosystem of similar businesses reflects a growing sense of consumer discernment for quality, craft beverages in the area, along with a creative approach to respond to that demand.

The craft beverage industry across Maine has grown exponentially over the past several years, and it seems as though there is no limit to the market for this type of product.

Whether looking for a new type of beer or wine to try, a locally brewed hard cider, the equipment to make your own adult beverages, or are waiting excitedly for the new distillery to join the Gardiner Main Street family, craft alcohol has been added to the list of excellent food and beverage attractions available in Gardiner.

## Gardiner's Creativity Fund is all about culture and interaction

BY CLARE MARRON  
*Gardiner Main Street Volunteer*

May and June are fun-filled months in this river-side community. This year there are several creative happenings funded by The Creativity Fund for Gardiner which the people of the community and visitors will be able to experience.

Upstream, a group working to bring back fish passage on the Cobbossee Stream has created decorative wooden fish hung by fishing poles to mark artists' venues for Gardiner's ArtWalk on May 6. The group will be at Johnson Hall Theater during the event, offering creative activities for adults and children, including opportunities for wooden fish painting, fish print making and face painting.

Leading up to the Greater Gardiner River Festival on June 18th, Upstream will also place sculptures around the downtown, streamside and at the waterfront park. All are encouraged to stroll around town during the event and enjoy sculptures made by community members of all ages who

attended workshops concerning Cobbossee Stream and its ecological health.

Also during the River Festival, artists Denise Rohdin and Kimberly Bentley invite anyone interested to create in clay down by the riverside from 1 to 5 p.m. This project, also supported by the Creativity Fund, will be an immersion into nature, combining unfired clay slip, rocks, and greenery from the landscape to build a sturgeon community installation diorama. The piece created will be left until it naturally just wears away.

Previous projects made possible by The Creativity Fund continue to be enjoyed by the community. A sculpture of an ice harvester by Nicholas Genovese is on view at the Gardiner Public Library. "Creating Gardiner," a film documenting the arts and culture of Gardiner by Lee Arnott is available on DVD at the library. And an Art in the Schools program which is designed to bring performing artists to local schools.

If you are interested in submitting a proposal to the Creativity Fund, stop into Monkintree (263 Water Street) to pick up request for proposal information.



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# Welcome to Downtown Waterville

## Business and art continue to blossom in Waterville

### Business of the year celebration

Join Waterville Main Street and the City of Waterville for champagne, wine, sparkling cider and hors d'oeuvres as the Downtown Business of the Year Award is presented along with recognition of Waterville Main Street's many volunteers.

Waterville Main Street celebrates a downtown business, nominated by its peers and voted on by all of you. City officials, Mayor Nick Isgro and City Manager Mike Roy, along with last year's winner, Charlie Giguere of Silver Street Tavern, will award a key to the city and a framed picture depicting different Waterville landmarks centered around downtown created by local artist Brian Vigue. This event is open to the public and is being held at Selah Tea Café from 5 - 7 p.m. on May 5. Thanks to all who took the time to vote.

The Downtown Business of the Year celebration is sponsored by Maine State Credit Union. Don't miss this fun opportunity to celebrate downtown accomplishments and a look forward to the future.

### Farmers' Market

On Thursday, April 28 the spring/summer/fall farmers' market will resume operations in The Concourse on the corner of Appleton & Main Streets. In addition to promoting locally produced food, the Farmers' Market is another project that brings people to downtown. The market offers everything from herbs to eggs, vegetables to goat cheese. Other products that are available at the market include meat products, cut and dried flowers, seedlings, maple products, berries, annuals and perennials, baked goods, jams and fresh baked breads. The vendors participating in the market represent farms from a dozen Maine communities, including neighboring Oakland, Winslow and Fairfield. Not all vendors will be at the market on opening day, but as the weather warms, and the growing season takes hold, you can expect to see your favorite, familiar faces. The Downtown Waterville Farmers' Market is sponsored by MaineGeneral Health & Waterville Main Street. The market is in The Concourse every Thursday, 2 - 6 p.m. beginning April 28 and continuing through November 17th. Stop in to enjoy the tastes of summer!

### Maine Open Juried Art Show

The 26th Maine Open Juried Art Show, featuring the work of Maine artists, will come to a close soon. The final day is Friday, April 22nd. Hours are 10 a.m.-7 p.m. This year's show drew registrations from 95 artists from 53 Maine towns, with a total of 177 pieces entered. The judges chose 129 original pieces for exhibition and awarded 29 prizes. The 26th Maine Open Juried Art Show is sponsored by Colby College Museum of Art, The FrameMakers, Kennebec Wealth Management, Kennebec Savings Bank, and Maine State Credit Union. Please visit [watervillemainstreet.org](http://watervillemainstreet.org) to learn more. Voting for the People's Choice Award is taking place at the library. The Maine Open Juried Art Show is organized and administered by Waterville Main Street, Waterville Area Art Society and Waterville Public Library.

### Thomas College Interns

As part of their marketing class at Thomas College, seniors Lukas Bohman and Blaine Guido are conducting a consumer survey. Thoughtful and carefully prepared questions will be used to measure visitor and consumer satisfaction related to downtown Waterville. The answers and results will be kept confidential and be given to *Waterville Main Street's Economic Restructuring Committee*.

**Bohman** is from Gnesta, a small town located an hour outside Stockholm, Sweden's capital. He will graduate in May with a major in Marketing Management and a minor in International Business. "I have loved every second of my four



Left to right, City Manager Mike Roy, Business of the Year 2015 recipient Charlie Giguere and Ronald Ducharme, Past President of Waterville Main Street Board.



LUKAS BOHMAN

years studying at Thomas," he said. "I now look forward to the possibility of giving back to the community and town that has become my home away from home."

**Guido** was born in Belfast, Maine and grew up in Montville until age 12. After graduating as valedictorian from Lee Academy, Blaine followed his older brother, Ben, to Colby College but later transferred to Thomas to pursue a marketing degree. He worked as Resident Assistant at Thomas for two years, has been an active member of the Student Senate, and is on the lacrosse team.



BLAINE GUIDO

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**LET'S GO!  
Fly a Kite!**

Saturday,  
May 14, 1-4 pm  
Head of Falls,  
Front Street



Inland Hospital's LET'S GO! Family Fun Series free event. Come share in the joy of kite flying, a fun activity for kids and adults of all ages! Make and fly your own kite (free kit for first 200 kids) with Common Street Arts and the Nor'easter Kite Club. And don't miss Kites Over New England's spectacular display of giant kites along the river's edge! FMI visit inland-hospital.org or call 861-3292. Sponsored in part by Waterville Main Street.

**Colby Cares Day April 30**

About 300 Colby College students, staff members, administrators and faculty members will lend a helping hand throughout our community on Saturday, April 30. This annual volunteer day is organized by the student-run Colby Volunteer Center (CVC). In the morning, volunteers will help spruce up parks and trails, offer sports clinics at Head of Falls, help organize food and clothing for the needy, and lend a hand at many other local organizations. At noon, all the volunteers will congregate at Head of Falls for lunch. The public is invited to stop by to meet and mingle with the volunteers. There is no admission and various Colby groups and musicians will be on hand to provide entertainment. This is a rain or shine event.



**What's a Cash Mob?**

"Cash Mobs" are organized by people trying to make a positive impact on the businesses in their communities. And to that end, a Cash Mob is planned for downtown Waterville during Small Business Week. The aim is to target a downtown Waterville business which helps make Main Street special.

With that goal in mind, a public survey was conducted, and after ballots were cast and votes tallied, we are happy to announce Day's Jewelers, located at 80 Main Street in Downtown Waterville is the business to host the mob. The event will take place on Friday May 6 from 11a.m. to 1 p.m. This is an opportunity to make a positive impact on a local business and have a great time doing it!

**SMALL BUSINESS WEEK WATERVILLE May 2 – May 6, 2016**

Small Business Waterville is honoring Small Business Week by offering a week of free programs for small business development including digital marketing tips, creative enterprising, business start-up, QuickBooks, and more! To learn more about the sessions and to register: [www.eventbrite.com/o/small-business-waterville-2757778256](http://www.eventbrite.com/o/small-business-waterville-2757778256). Walk-ins welcome but seating is not guaranteed without registration! *Small Business Week is sponsored by Key Bank.*

**Monday, May 2**

**Digital Marketing Amp-Up Strategies**

Jason Clay  
Director of Marketing and Technology for Governor's Restaurant  
1:30 - 3 p.m. at Alford Youth Center  
126 North Street, Waterville

**Tuesday, May 3**

**How to Market & Connect with Other Creatives Through the CreativeGround Cultural Directory**

Dee Schneiderman  
New England Foundation for the Arts  
10:30 - 11:30 a.m. Live Online Demo  
Broadcast at Waterville Public Library  
73 Elm Street, Waterville

**Wednesday, May 4**

**How to Start a Small Business**

Jean Dempster  
New Ventures Maine  
William S. Card  
U.S. Small Business Administration  
4:30 - 6 p.m. at Waterville Public Library  
73 Elm Street, Waterville

**Thursday, May 5**

**Small Business Pioneering in Waterville**

Nick Isgro  
Napoli Italian Market  
7:15 - 8:30 a.m. at Sunrise Rotary Club  
Alford Youth Center  
126 North Street, Waterville

**Thursday, May 5**

**QuickBooks Intermediate**

Janet Roderick  
Maine Small Business Development Center  
1 - 3 p.m. at Mid-Maine Chamber  
50 Elm Street, Waterville

**Thursday, May 5**

**12th Annual Downtown Business of the Year Recognition**

Waterville Main Street Event  
5 - 7 p.m. at Selah Tea Cafe  
177 Main Street, Waterville

**Friday, May 6 from 11 a.m. - 1 p.m.**

**Downtown Waterville Cash Mob**  
Day's Jewelers  
80 Main Street, Waterville



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# With Mitchell leadership through the years the GHM agency developed and expanded

BY MICHELLE TROUTMAN  
Contributor

*Editor note: Waterville Main Street will feature a different business each quarter in our Meet Me Downtown series.*

Insurance is sometimes a required purchase for those who pay a mortgage or need to register a car in Maine. But people also buy insurance to protect their assets and feel some peace of mind. Whatever your needs, GHM Insurance covers them.

“We can offer competitive pricing in virtually every line of insurance because we have access to so many different carriers and so many different products,” said owner and GHM CEO, Bill Mitchell.

An independent agency, GHM represents more than 20 national carriers, among them Hanover, Acadia and MEMIC, who offer extensive coverage: home, auto, general liability, workers’ compensation, cyber liability, employee life, disability and health insurance.

GHM also occupies a growing niche in insuring micro-breweries. Account Executive James Sanborn insures craft brewers in 15 to 20 states, and, as a connoisseur, keeps his own industry blog.

Mitchell said GHM works closely with its carriers to negotiate better deals for customers, and that the company forms a three-way relationship with its customers and their insurers, represented by the triangle in their new logo.

“We solve insurance challenges with customers and insurance carriers in the customer’s best interest.”

He also said the insurance industry encompasses all



*Contributed photo*  
GHM employees Martha Wentworth, Lee Cabana, James Sanborn and Silas Lawry; (bottom row, from left to right): David Cosgrove, Mindy Maheu, Bill Rafuse, Alison Paine and owner and CEO Bill Mitchell.

parts of business, which make it a great opportunity: financial management, marketing, sales, technology, analytical studies, statistical analysis, loss-prevention, claims and risk

management.

Mitchell said he always had his eye on being in business. While he grew up, he ran lemonade stands and yard sales, and mowed and raked lawns. He also credits his parents, Paul and Yvette, for instilling in him and his three siblings a solid work ethic in leading by example while encouraging them to attend college and to do their best. Other relatives, notably, former U.S. Senator George Mitchell, Paul Mitchell’s brother and Bill Mitchell’s uncle, also served as a role model.

Bill Mitchell’s roots and connections would have seemed to provide an easy start to his career. While he attended the University of Maine at Augusta for his Business Administration degree in 1981, he approached his father, Paul, for work. However, his father was a little reluctant at first and conditioned his employment on Bill Mitchell’s staying in college – once he finished his degree, he could work part-time.

“I was the GHM custodian for the first couple years I worked here. It was a great experience,” Bill Mitchell said. After he graduated in 1984, he received his property casualty and life and health licenses. He became a Certified Insurance Counselor (CIC) in 1987 and to keep that designation, he regularly attends several seminars through the CIC program.

GHM started as J.B. Friel & Co. in 1901 on Common Street, around the corner from its current location. Upon founder J.B. Friel’s passing in 1935, Friel’s son-in-law, Paul Jullien, became owner and manager, and when he died

More GHM, **PAGE 11**

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# GHM

CONTINUED FROM PAGE 10

in 1964, employee Paul Mitchell bought the agency and merged it with The Wayne Hodgdon Agency. It operated as the Friel-Hodgdon-Mitchell Agency until 1972 under joint owners Paul Mitchell and Wayne Hodgdon, when it merged with the Goddard Agency. Mitchell, Hodgdon and Sam Goddard each owned one-third and renamed the business Goddard-Hodgdon-Mitchell.

Paul Mitchell bought ownership from Hodgdon and Goddard in 1978 and 1991. Bill Mitchell began acquiring interest around the time his father fully owned the agency and has since bought the remaining assets from his father. Paul Mitchell, now in his 90s, remains company president.

Building upon the business's success and its relationships, under the younger Mitchell's ownership and leadership, the business opened an Auburn location in 2007 and now has 30 employees.

"It's a complex business and it's very important to all of us that we provide a high-level of advice and consultation to our customers and the general public."

Mitchell said GHM takes pride in their close relationships with customers and insurance carriers and in their focus on service.

"It starts within the four walls of the business — employees delivering exceptional service to each other," said Mitchell. "It then naturally extends to everyone else

we interact with. That model has worked incredibly well for us."

"Every GHM employee is outstanding at what they do," he added. "This is the best group of people I've worked with in my 35 years in business. And that's what makes GHM different from the competition: it's our people."

Through the years, GHM has collected an impressive array of accolades. In 1989, it was the twelfth insurance agency out of 40,000 nationwide to receive independent insurance trade journal *Rough Notes'* Marketing Agency of the Month; recent recognition includes making Best Companies Group's 2015 Best Places to Work in Maine and GHM has been named an Independent Insurance Agents & Brokers of America and Reagan Consulting Best Practices agency for six years straight.

Mitchell and his employees contribute to the community through their involvement with The Waterville Opera House, The Humane Society, Inland Hospital and MaineGeneral, among others. Mitchell also started a successful Snack Pack Program for the Boys and Girls Club at The Alford Youth Center to provide meals for kids after school; Mitchell funded it along with GHM insurance providers and other donors to give 60 to 70 children in need the food to carry them through the weekend.

"We work hard to be engaged in the community and give back as much as possible. The community has been incredibly supportive of GHM and we're very fortunate to be able to give back."

As a sideline, Mitchell develops commercial real estate and owns six Waterville

properties, including the GHM building: two on Kennedy Memorial Drive, two on Main Street. He recently bought 14 to 18 and 20 to 24 on Common Street.

"They're wonderful, classic buildings built in 1890 — one of them is a Masonic building and they have great character and beautiful features," he said of the Common Street properties. "I own the building Mr. Friel started his company in, which is kind of cool."

Mitchell and Fred Ouellette, one of the owners of The Last Unicorn, plan to open a pub called The Proper Pig at 14 Common Street in May.

"It will be completely different from any other pub or restaurant in Waterville, and we're very excited to bring this new pub downtown. Fred does an amazing job running The Last Unicorn and will bring that expertise to The Proper Pig. It will have a unique menu and a great selection of microbrews, wines and a full bar."

Mitchell is among the investors who are restoring downtown properties, spearheaded by Colby College.

"Waterville, over the next two to three years is going to see a transformation like none we've seen before and it is because of the great vision of David Greene, current president of Colby College, and it's really exciting to be part of it."

GHM has two locations: one at 34 Center Street in Auburn and the other at 51 Main Street in Waterville. They're open Monday through Friday from 9:00 a.m. to 4:30 p.m. For more information, call (800) 244-9046, visit them on Facebook or at their website, [ghmagency.com](http://ghmagency.com).



## READING REVIVAL: BELFAST BRINGS BACK BOUND BOOK FESTIVAL MAY 7

A range of bibliocentric events will fill up the first Saturday in May including signings, book talks, a poetry reading, workshops, an art show, and activities for children as well. The fun will take place at venues throughout Belfast; Waterfall Arts, the Belfast Free Library; Left BankBooks, Front Street Pub, Old Professor's Bookshop, The Green Store, the Chamber of Commerce Visitor's Center; the Belfast Co-op, downtown parks and sidewalks, and others.

## 3RD ANNUAL BELFAST UKE FEST Saturday, June 4, at Steamboat Landing on the Belfast Waterfront

Featuring performances by: Midcoast Ukles, the Merry Plinksters, the Machias Ukulele Club, Uke Rocks, The Falmouth Library FLUKES and other community ensembles from Acadia, Peaks Island. With headline acts: Victoria Vox ([victoriavox.com](http://victoriavox.com)) and Ben Hassenger ([benhassenger.com](http://benhassenger.com)). Workshops presented by: Frets Halligan, Jeff Weinberger, Ben Hassenger and Victoria Vox. Performances under the tent from 10am to 6pm. Workshops in the Boathouse. Pre-registration for workshops will be available at [ourtownbelfast.org/uke](http://ourtownbelfast.org/uke) starting May 1. Food vendors, festival t-shirts, and raffle tickets to win a Ukulele-themed quilt by artist Nora Flanagan will also be for sale.

The Belfast Uke Fest is a collaboration of Belfast Parks & Recreation, Our Town Belfast, and the Midcoast Ukulele Club.

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