



Advocacy in downtown

A presentation to the MDC
Institute 29 January 2010

By Bill King

The Bath Bridge Story

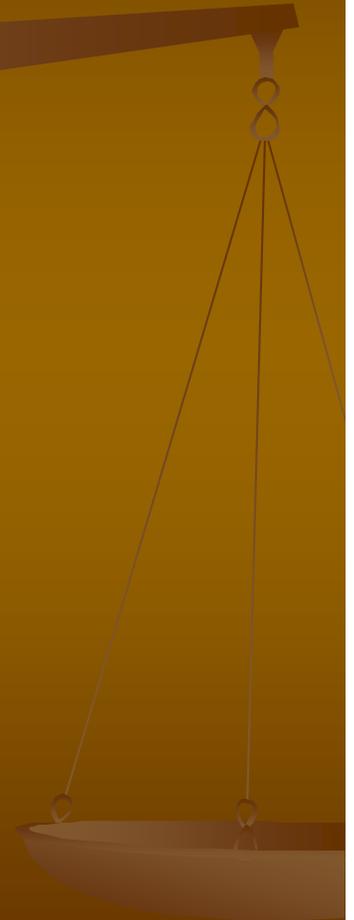
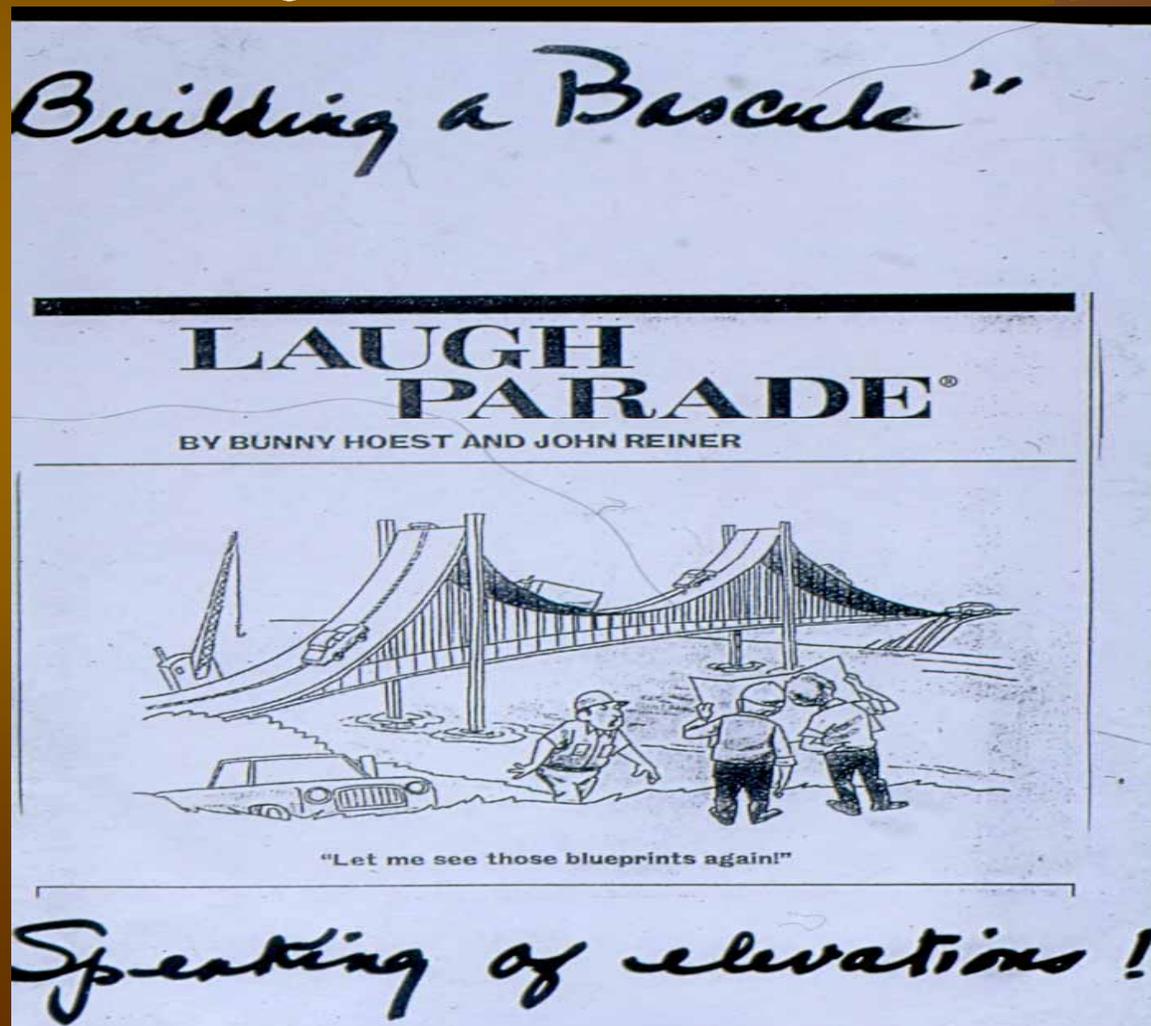
the ultimate local advocacy story

- The Problem -- The Tailenders Club

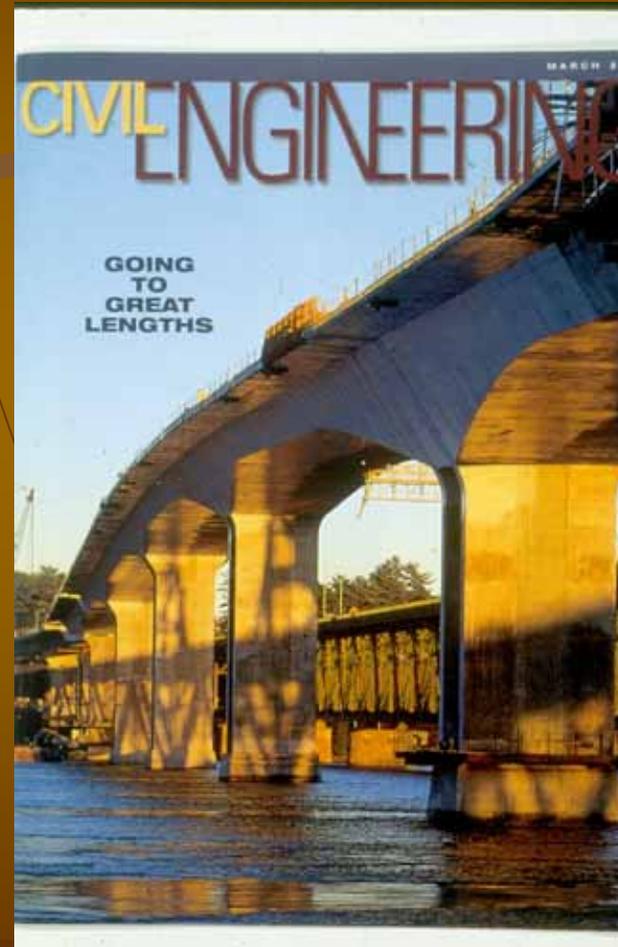
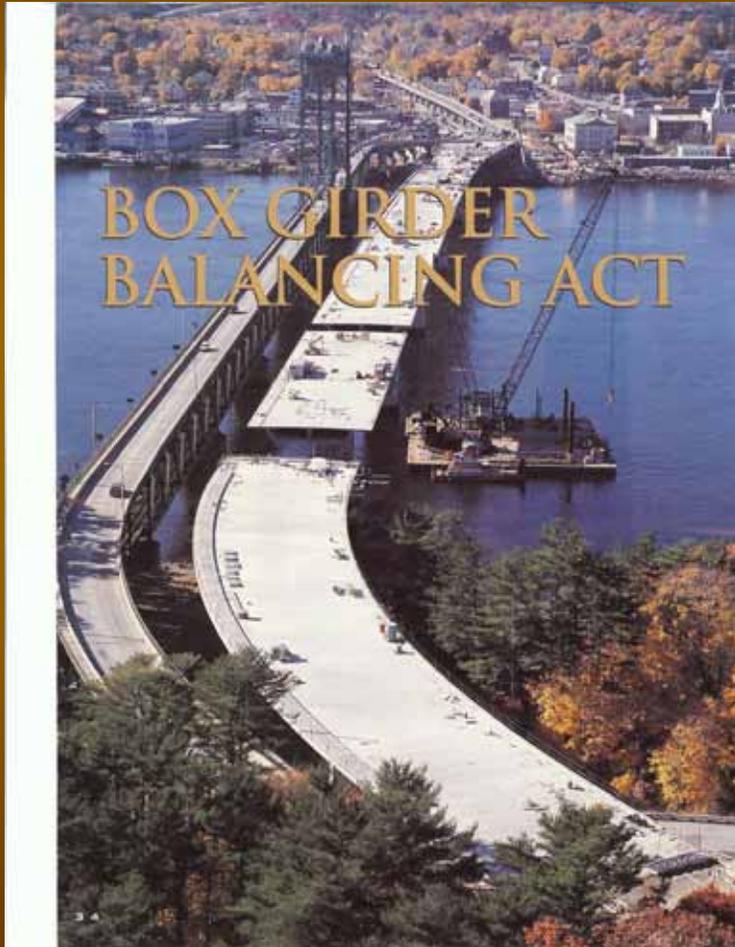


New Bridge – Lift, Bascule, or High Rise Fixed Span?

- The Bath City Council – vs-- DOT



The Solution – BBA, Numbers, and the Polls



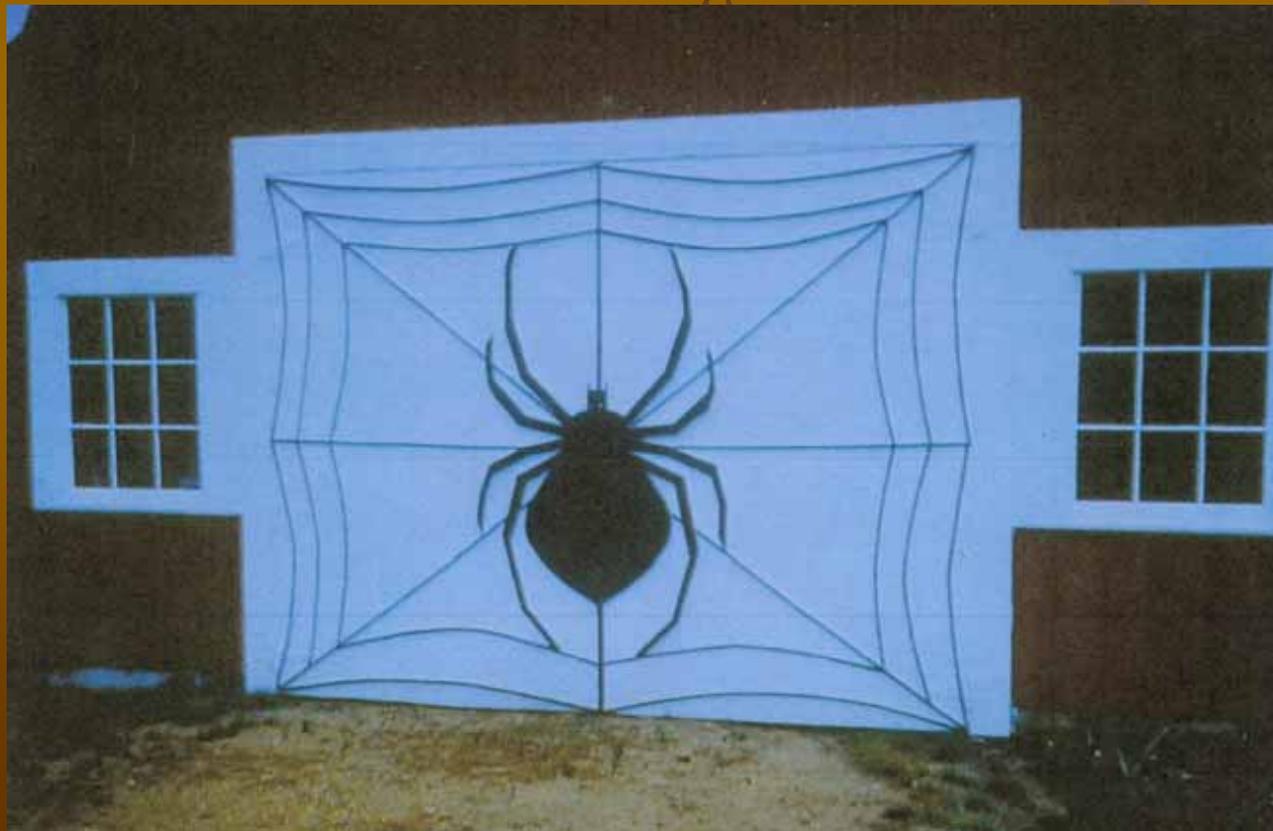
Local Advocacy in Maine

- Politics is dirty business
- Read the “Lobster Coast”
- A representative Government – you better take part!



Relationships - The Spider

- The Spider – Pick your Board Members and Committee Chairs well– the three Ws



Relationships - continued

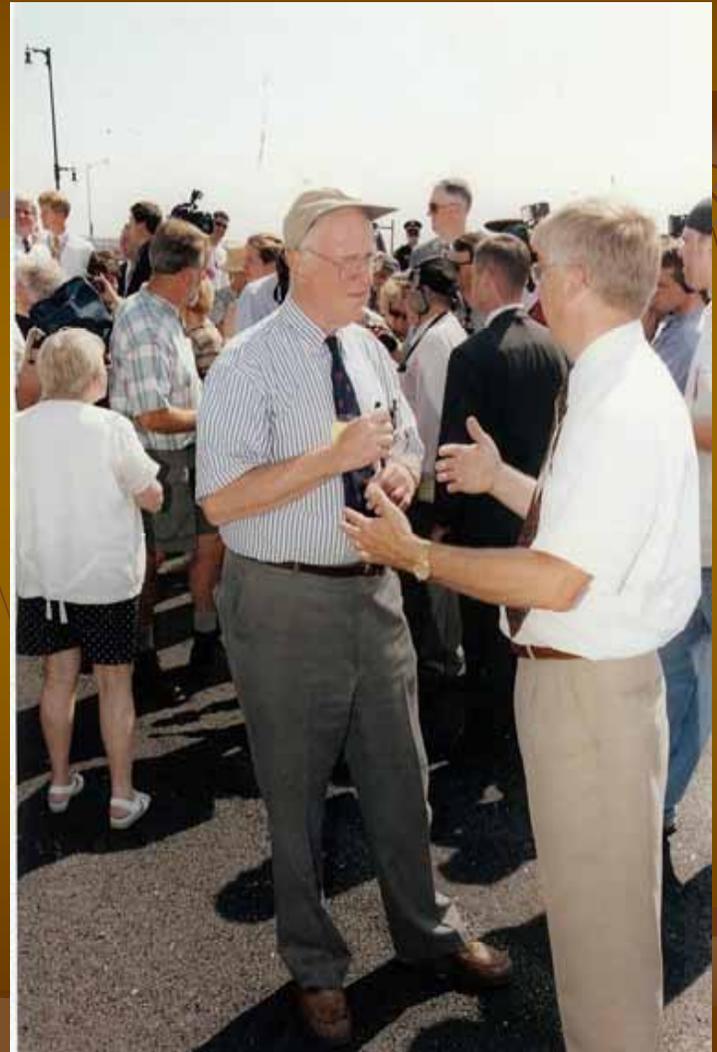
1. Know your City council members well
2. LD 91 and Bath Legislators
3. Bath C of C – The Wards
13 Candidates



Relationships - continued

The 3 way partnership –
city, business, and
residents

H & K – Associations
and letter writing



Priority #2 – the Numbers Game

- Advocacy in Presque Isle
- Sell the Organization
- Build membership and supporters
- Make everybody your friend

Bath Sign Ordinance

- Always Look behind you



Priority #3 – Issues and Credibility

- Issues make the Organization
- Millinocket for small steps
- Credibility and whiney merchants
- Creative Solutions

