

# "Discover Downtown" emphasis moving forward in Cambridge

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Lori Zabel - County Star Archives

Todd Streeter was active in the MN Design Team visit in April.

The Cambridge Downtown Revitalization Task Force was created back in September to figure out ways to improve downtown Cambridge. During the Nov. 7 city council

meeting, Todd Streeter, leader of this task force, gave an update on their progress so far.

While just in it's infancy, Streeter noted that there has been good progress made. During the kickoff meeting, 42 people signed up for group participation, with another 18 people asking to be put on an email update list.

One of the first things to be done was to create subcommittees for the group. Those subcommittees were broken down into "Community Connections," "Experience Downtown," "Destination Downtown," "Downtown Promotion," "Civic Support" and "Community Funding Support."

According to Streeter, the formation of these committees was a vital first step in the process. "These six wheels are all turning," he said. "And they are all leading in the same direction and are each part of the same vehicle, but they each play a very important role."

Additionally, the project has created an executive committee. "The executive committee is not necessarily a working group, although some members of the working group are on the executive committee," said Streeter. "But it's also a council and city liaisons as well as other at-large individuals who want to see this work continue on after this project phases out in February or March."

Finally, the group is in the process of creating a name and logo. "These people are working very hard, meeting twice a month and in-between on their own in subcommittees," said Streeter. "They deserve a lot of credit and a moniker or logo. It's important that there be a brand for the work that they are doing." The name decided upon is "Discover Downtown."

In the future, the group is aiming to have a community open house to present their concepts to the community at large. This open house is tentatively scheduled for Jan. 5, 2017.