Casco Bay Lines: The Bayliner, Fall 1982

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The Marketing and Public Relations Committee consists of John Wallace, Earle Doughty, Jerry Garman, and Donna Gilbeau, Chairperson. The committee functions to oversee the marketing efforts of the District as well as to deal with liaison between islands and between the island residents and the District.

To increase the formal communication between the District Board and the residents, the committee has instituted the BAYLINER, a newsletter which is being edited by John Wallace of Long Island. The BAYLINER will highlight significant actions of the Board during the preceding months, upcoming decisions and answers to questions posed by islanders to Board members as well as those addressed to the BAYLINER specifically. Your comments and questions are not only welcome but vital to a continuing dialogue about this venture we have undertaken together.

During July, the committee reviewed the marketing materials available from the old Casco Bay Lines, reconstituted a marketing budget using CBL expenditures for the preceding year and reviewed the activities of the past marketing director Bob Smith.

It appears clear to the committee that while the primary purpose of CBITD/CBL is to provide transportation between the islands of Casco Bay and the mainland, every dollar produced with tours and charters acts as a natural "subsidy" to maintain the lowest possible cost of year-round transportation to all residents of the bay.

The Marketing Committee thus recommended, and the full Board approved, the hiring of a Marketing Manager. The individual selected to fill this position is Gary Lambreth, a former resident of Peaks Island. While he lived on Peaks, Gary was the General Manager of the Sheraton Inn in South Portland. Most recently, he was with the Bangor Hilton in a marketing slot. Gary began his position formally the 20th of July and in the coming months will be aggressively pursuing bus / boat / clambake tours, charters and other innovative means of maximizing the use of our boats and raising the needed revenue.
JUST FOR THE RECORD

1. Pending P.U.C. approval, Senior Citizens / Handicapped / Mobility restricted individuals will be eligible for a special reduced rate fare as of October 1, 1982. Applications may be made at the C.B.I.T.D. office on Custom House Wharf. After eligibility has been verified, one (1) book of tickets per month will be issued at a reduction of $4.00 per book off the regular winter commuter book rates. Program participants who need to use more than one (1) book per month for medical purposes may be approved for more than the regular one book allowance. The Transit District is sponsoring this reduced rate opportunity on a trial basis for one year in cooperation with the Regional Transportation Program. The funds are made available through the Maine Department of Transportation. For every $3.00 provided by M.D.O.T., the District will match with $1.00.

2. District meetings are held on the third Friday of each month in Room #209 of Portland City Hall. These meetings are open to the public and all are welcome.

3. Regarding the movement of freight.....
   Commercial down the bay freight 10:00 A.M. and 2:00 P.M. boats only.
   Commercial Peaks Island freight 9:00 A.M. and 12:00 Noon only.
   No commercial freight will be accepted after 1:30 P.M. or on weekends.
   Personal freight will be moved on all vessels at all times.
   To help us eliminate any inconveniences and hardships, please observe the above policy and have your freight at the freight shed no later than thirty (30) minutes before boat time. Should some extenuating circumstances still exist, special arrangements can be made by calling the office in advance of your arrival.

POLICY CHANGE

Receipts are now available for your cash fares on all boats. These are an added control instituted by the District to insure our future. They are for your benefit as well as the crew's. Please INSIST on a receipt from the purser on all of your cash fares.

REMINDER

Please address any and all questions you may have in regards to your new Transit District to:

The BAYLINER
24 Custom House Wharf
Portland, Maine

Thank you,
the Ed.
PROPOSED SCHEDULE CHANGE

The Board of Directors has proposed to adopt a schedule change for the Winter Schedule as follows: The 5:30 P.M. boat which usually runs up the bay to Chebeague and Cliff Islands only on Tuesdays and Fridays will be changed to run to Chebeague and Cliff Islands Monday through Friday. In addition, this boat will stop at Peaks Island on its return at approximately 7:40 P.M. and arrive in Portland at 8:00 P.M. Monday through Friday, the boat schedule to Peaks Island would include a 5:30 P.M. boat and an 8:10 P.M. boat.

The Directors have deferred action on this proposal to receive public comment. Comments may be made in writing to Casco Bay Lines on Custom House Wharf or by contacting your island representative by September 15, 1982.

GENERAL MANAGER'S REPORT

Although we had a slow financial start, business is finally progressing in a positive direction. I am pleased to report that most of the major bills resulting from the company buy-out have been paid and the future looks very promising for the Transit District. Our commitment is to provide a quality service within our economic means. We are building for the future and hope that we meet with your expectations. To say that we will satisfy and please everyone all of the time, would be nothing more than a dream but our intended goal is to do the best with what we have available. It is very hard to stay on top of everything at all times and I ask your support by keeping me informed of any irregularities which may come to your attention.

FROM THE SCHEDULE OF TARIFFS (Section 1030) "Baggage"

Only such personal baggage as can be reasonably carried in hand by the passenger will be transported with the passenger at the fares named herein. Any baggage in excess of that which passenger may conveniently carry in hand shall be subject to freight rates published in carrier's freight tariffs. Hand baggage carried by passengers will not be checked and carrier assumes no liability for loss, damage or theft thereof. Carrier reserves the right to refuse transportation of any baggage consisting of articles which may be objectionable to other passengers or which may jeopardize the safe operation of its vessels.

SPECIAL NOTE

There will be a 9:00 P.M. boat to Little and Great Diamond and Long Islands FRIDAY night only from Labor Day through October 12.
It takes experience and special knowledge of the area ... the market and financing to bring about successful sales or purchases of Island Property.

Howard U. Heller
Milly Vetterlein
BROKERS

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Ed.
(and his crew)

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766-2351

JONES' LANDING
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