

# PROMOTE COMMUNITY SPIRIT

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## OVERVIEW

Community pride and spirit is also something that makes Madison special.

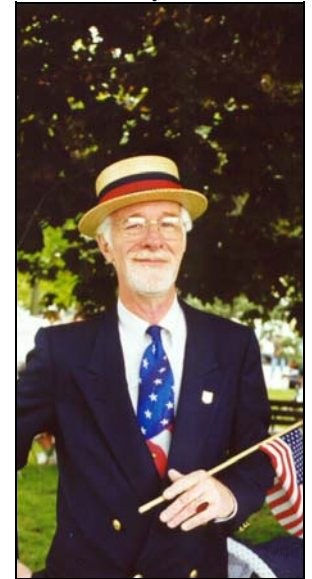
Residents are proud of Madison and what it has to offer . Residents are proud to tell other people where they live. This pride in community results in residents selflessly volunteering for local programs and projects and promoting local events. When nurtured, this pride and spirit permeates a wide variety of local events and activities and creates a culture of positive results that continues to grow.

Summer Art Show at Grave House



Patricia Anderson

Fourth of July Celebrant



Charlotte Evarts Archives

*To enhance the  
quality of life, local  
pride and spirit  
must be nurtured ...*

## **Enhance Community Spirit**

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Connecticut Magazine recently ranked Madison as one of the best communities in Connecticut between 10,000 and 20,000 residents. Broader recognition of factors such as educational quality, community appearance, local excellence, and other factors helps build community pride and spirit.

Unique local sites and facilities also build community spirit. These include Madison Center, the Surf Club, the Town Green, Memorial Hall, the Town Hall Campus, the local school system, historic properties (such as Deacon John Graves House, Aliss-Bushnell House), and similar facilities that people recognize as being “Madison”.

### **Recommendations**

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1. Continue to promote recognition of Madison’s special qualities in order to promote community pride and spirit.
2. Maintain and enhance unique local services or facilities that promote community pride and spirit.
3. Encourage actions and programs that promote a sense of community.

**Library and Post Office**



*Patricia Anderson*

## **Promote Community Involvement**

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### **Volunteers**

Volunteers have a lot to do with what makes Madison special. Over the years, it is the tireless devotion of residents to making Madison a better place that has helped preserve community character, built community spirit and made Madison the place that it is today. Efforts need to be devoted to recognizing and encouraging these significant contributions.

### **Recommendations**

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1. Continue to encourage volunteers who promote community activities and the overall quality of life in Madison.
2. Establish a more active program to develop volunteers.
3. Continue to promote and encourage volunteer organizations.
4. Recognize local volunteers (through such annual events as a picnic, a “hometown heroes” plaque, and/or “volunteer of the year” designation).

### **Unique Events**

Unique events (such as the Shellfish Festival, Halloween Festival, Memorial Day Parade, Christmas Parade, Fourth of July Parade, local fireworks displays, and community concerts) are important occasions when citizens of all groups join in a common activity. These events add to community spirit and community character.

### **Recommendations**

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1. Continue to promote unique local programs or events (such as the Shellfish Festival and Fourth of July Parade) that promote community pride and spirit.
2. Continue efforts, such as those of the Business Planning Council’s Coordinators Group, that coordinate and promote community events/activities.
3. Publish a “community calendar” as put together by the Coordinators Group to inform people of coming events.
4. Continue to build community “fabric” (interwoven aspects of business and civic activities).

## **Communication**

Communication about the Plan recommendations is an important step in implementing the Plan. There is little doubt that communication will continue to be a challenge that will require attention and resources. With the growing use of the Internet and Madison Community Television (MCTV), there are several avenues available to inform residents about current issues and important community priorities.

A regularly updated community “web page” which provides information on meeting agendas and current issues and allows for e-mail would be an important method of community involvement. Similarly, special issue shows on MCTV providing three to five minute issue summaries and opportunities for community feedback and editorials would also facilitate community involvement in important issues.

Maximum use should be made of these resources to keep residents aware of community activities and events. If additional resources - either human or financial - are required, those resources should be directed towards community education and involvement.

## **Recommendations**

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1. Continue to work on education and communication for all community activities.
2. Develop and maintain a Madison community “website” to provide information on community events and activities and allow for e-mail and other communications with Town departments.
3. Continue to use Madison Community Television to provide information on local issues and events to residents.