

# Journal Tribune

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## Readers' Forum

June 29, 2012

Kennebunk board right to insist that businesses call 'bunk home

I am pleased that the Kennebunk Board of Selectmen at its June 26 meeting served notice on business applicants who request licenses that they should use the name of Kennebunk rather than the name of that other village across the bridge.

I commend Board of Selectman Kevin Donovan for his actions at the Board meeting where an applicant had been invited to explain why he uses the name "Kennebunkport" for his business. Mr. Donovan asked the applicant to change the name to "Kennebunk" and the applicant agreed to do so. It was a quite civil and very effective approach to the problem. I hope that every applicant in the future will be required to appear in person before the Selectmen to do the same.

The previous night, the Planning Board was wrestling with zoning changes and discussed the need for municipal parking lots. If area businesses expect us to support funding of municipal parking lots for their commercial profit, we expect them to practice truth-in-advertising in our part of town.

To those many businesses which use Lower Village to make money but will not use the name of Kennebunk, I send my "Ode to 04043":

"We live in a Village once called Harbor,  
with proud and historic links to the sea;  
where some businesses today  
find no favor  
with Lower Village 0-4-0-4-3."

What would happen if recent developments in Lower Village were called before the same board to explain why the name Kennebunk is not a good enough name to generate the profits they desire? Perhaps, it is because their nostrils twitch to a single aroma: the smell of more money to be made across the bridge in 04046.

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