

UNITY ECONOMIC DEVELOPMENT COMMITTEE
April 2, 2018 Minutes

Note: Decisions and commitments made in ***bold italic***.

Present: Mary L, Mary Ann H, Najean S, Jon W, Ellen B, Lucia P, Larry K, Jenny d,
Alicyn S, Tony A, Gail C, Kari Hunt, Mike G

Excused:

Unexcused:

Guests: Penny S, Dan M, Zoey B

ITEM 1: Review and approve March 5th meeting minutes

_____ ***moved to adopt minutes with friendly amendments; _____ second. All approved with one abstention***

_____ ***will update minutes and send to Kari (town office)***

ITEM 2: Proposed clarification between & among, subcommittees, working groups, task forces & RLF Committee

- Mary Ann shared that she and Mary met with Selectmen to gain clarification on various groups working under the EDC auspices. There are a few options for naming and assigning status to these groups (subcommittee, task force, working groups, advisory groups, adhoc, etc). She suggested the RLF committee needs special consideration due to confidentiality concerns.

Mary Ann made a motion: That the Revolving Loan Fund (RLF) committee be separately appointed by Selectmen and members be sworn in, and that it may include non-EDC members as appointed by the Selectmen. Further, that if one of the RLF committee members is unavailable to review a loan, such that the number of reviewers becomes fewer than three, a Selectmen may appoint a replacement reviewer from the EDC.

Seconded by Gail Chase. Passed unanimously.

- Penny clarified that one of the reasons why this has come up is that citizens ask why there are non-residents on the EDC and committees. The Selectmen were comfortable with the term “EDC Working Group” to describe any group established by EDC to accomplish a specific task or project of defined duration that is identified by EDC and supports ongoing EDC work; that includes EDC members and may include non-EDC members that are appointed by the Selectmen; that have no power to represent Town or EDC in any communications; that report back to EDC.
- The EDC committee and any subcommittees that may be formed should maintain 75% + membership from Unity residents
- Gail asked whether the trails and maker space groups are still reporting to the EDC, and whether they are still working groups. Mary Ann suggested notifying the group leaders that they are no

longer expected to report back to the EDC. Penny added that there is no reason that reps from those groups can't come to the EDC. Mary stated that groups in the community can certainly do work to advance other causes without reporting to the EDC.

- Kari stated that the makers space doesn't really benefit from reporting to the EDC.
- The group discussed whether the "Unity as a Destination" is still relevant. Larry stated that groups can always come to the EDC for requests for support, but that of the original groups from last year, only one is left; he suggests we stop putting energy into the groups that are no longer active. Gail encouraged the group to have some kind of a plan to move forward.

Mary Ann moved that the liaisons to the Brew Pub, lodging, trails, and maker space groups let those groups know that they are no longer expected to report back to the EDC (although the EDC welcomes their input and their grant applications). Mary seconded. Passed unanimously.

ITEM 3: Town Meeting Recap

- Gail reviewed TIF allocations authorized at the town meeting. (SEE SEPARATE ATTACHMENT) Four articles that were discussed at the EDC were approved at town meeting: Website, Streetscape, Trails, and Traffic/admin. Wayfinder and Lodging articles were not approved. Five other articles, which were not previously recommended by the EDC, were either not approved or withdrawn at the meeting. These will be addressed at a special town meeting (see agenda discussion below). A sixth additional article (KVCOG) was approved.
- Gail sees a need for more TIF awareness, and deciding what source of advice the EDC should seek on TIF matters. Mary stated that MMA may not be always provide the most accurate opinion on TIF.
- Penny stated that Noreen Norton (an independent consultant, TIF expert, who wrote Unity's plan) will be coming to the June meeting to help EDC understand TIF. This will coincide with the first meeting with new EDC members.
- At a near future meeting, EDC should have the Ordinance Language, EDC Bylaws, and TIF omnibus on hand to identify any places where those documents are not aligned.

Selectmen will invite Noreen Norton to June meeting.

ITEM 4: Committee & Working Group Reports

- RLF (Penny/Kari/Mike) – Still waiting for answers from KVCOG in order to execute the current application.
- Marketing (Jenny) – Focused on developing a website to meet municipal and marketing type needs. Met last week, worked on criteria for municipal and marketing functions; gathering info about two to three service providers based on examples of other sites we like. Will meet again later this month.
- Makers' Space – no update
- Lakes & Trails – Penny will try to get the fish expert in to talk. Ellen is on Friends of Lake Winnecook; expressed a desire to help flow of information among the different trails groups: SRLT, FOLW, ATV group. How to keep such a group going?

ITEM 5: TIF Articles for Special Town Meeting

Mary moved that the EDC hear and consider TIF requests for FY2018 outside the normal cycle (which was December 2017). Mary Ann seconded. Approved unanimously.

- Berry Rd Bridge (Penny): bridge is also a recreational trail, so it is TIF allowable. \$14,500
Mary Ann moved to approve \$14,500 appropriation from TIF; Mike second; Approved.
- Water Pump House (Penny): \$1,000 Water pump provides water service for several entities that may be in the TIF district (far end of Depot St.), although the pump itself is not in the district – need to confirm this on the map. May still be eligible even if not in the district.
Selectmen will write to Noreen to get opinion as to whether this is a TIF eligible appropriation. Gail moved to approve \$1,000 from TIF conditionally, only if the EDC receives documentation that clarifies its eligibility. Lucia seconded. Approved.
- Festivals (described at Town Meeting as “parks & recs”) (Penny): \$1,000 For festivals, generally; Penny noted that there is no Unity Festival this year. This would be TIF eligible only if the event is designed to attract people from out of the town. Mary Ann asked, “why not use the marketing grant program?” Several people agreed, and encouraged them to use the grant program if they could articulate that there was an effort made to bring in non-residents. Mike asked for more details. **Mary offered to fill out the application.**
Mary Ann moved that the EDC recommend \$0 for a new appropriation. _____ second. Approved.
- Wayfinding signs for Kanokolus, trails (non-business entities) (Penny): \$2000. Mary Ann suggested using the streetscape/signage appropriation; Penny agreed.
- Kanokolus Beach (Penny): \$2,000 toilet contract, fixing parking lot. This is part of a trail system, so it is TIF eligible.
Mary Ann moved the EDC approve \$2,000 for this. Ellen seconded. Approved.

ITEM 6: Upcoming work for the committee

- UniTel: Broadband is an economic development issue. Gail stated she thinks May might be a good time to invite UniTel to talk about plans for broadband. There was general agreement. UniTel has funds to help certain towns get direct services, but not in Unity next year.
Gail will invite UniTel for 30 min to May meeting.
- Town Meeting Appropriations Follow Up: Marketing working group is working on website; nothing in the works for streetscape other than Mason’s granite benches. Mary Ann asked who will convene effort on Recreational Trails? Jenny suggested this would make a good working group. Penny wants kiosks; Mary suggested Buck OHerin (Hills to Sea Trail) as a possible resource for design and building.

ITEM 7: Next Steps for EDC

- Membership: Moving forward, EDC members will be Kari, Najean, Gail, Larry, Ellen, Tony, Alicyn – this is the minimum number (7). The Selectmen are talking to people who they think would be valuable members to fill up to 10 remaining spots. Jean Bourg and Wendi Esposito are interested.
Penny will reach out to some other people to become members.

- Elections of Committee Officers: Need a Chair, Vice-Chair, Secretary
Mary Ann nominated Ellen and Alicyn for co-Secretary. Gail seconded. Approved.
Tony nominated Larry for Chair (Najean seconded); and Mary nominated Gail for Vice Chair (___seconded). Both approved.

Terms are temporary; in a few months, the EDC can change the officers if needed/desired.

Mary encouraged the future committee to follow process and legal guidelines about TIF and other activities.

Mary Ann stated that someone will need to be responsible for uploading documents to the EDC segment of the website – EDC list, meeting minutes, TIF spreadsheets, any other documents. Kari (town office) is responsible for updating the EDC listserv.

ITEM 8: Closing comments

- Larry: UBX is looking at forming a Unity Market Day, potentially Saturdays. Arts and crafts, farmers, baked goods. At the town hall. The one at the Community Center has rules, and there are no Unity farmers there. Rules would have to be different to grow this market. Could be a swap.
- Penny: thanked everyone for hard work and time devoted to this committee.

8:00pm Adjourn