

Unity EDC Minutes - February 23, 2017

Special follow up meeting to Community Event –Phase 1 GrowSmart

Unity Town Office

In attendance; Mary Leaming, Jim Buckle, Mary Ann Hayes, Clem Blakney, Tony Avila, Lucia Picard, Gail Chase, Emily Newell

Excused members: Mike Gold, Dan McCormick, Joe Saltalamachia

Unexcused member: Najean Shedyak

Meeting called to order 6:10 PM.

Motion to approve minutes from Feb 6 meeting

Gail, Lucia & Emily abstain from vote due to absence previous week. All other members approve.

Debrief of Community Event:

Overall good feedback from community attendees and EDC members – Many felt that the late afternoon small group sessions may have started to lose focus – Perhaps the event was a bit too long.

6 key areas of focus were defined by the group feedback:

1. Lodging
2. Lake as a destination
3. Brew Pub
4. Artisan co-space
5. Developing a brand for the town
6. Trails

Each group defined a leader and will meet separately to plan and prepare a proposal to present at the second community event planned for March 20th at 6:30 pm at UCCPA.

TIF supported Marketing and Community Grants:

MaryAnn and Gail presented on the final stages of the drafts for Marketing and Community Development

Review of grant documents / applications

General group discussion on clarifying language and terms.

\$10,000 approved and previously appropriated for marketing

\$5000.00 approved for Community Development projects

All subject to final approval at Town Meeting

Review of the EDC report that will be available at Town Meeting – MaryAnn will make the suggested minor changes

Meeting adjourned 8pm

Respectfully submitted,
Lucia Picard