

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

Members Present:

Ellen Batchelder, Jim Buckle, Jenny deHart, Mike Gold, Mary Ann Hayes, Kari Hulva, Larry King, Mary Leaming, Emily Newell, Lucia Picard, Jon Wadick

Members Absent:

Excused: Gail Chase, Joe Saltalamacchia

Unexcused: Tony Avila, Clem Blakney, Najean Shedyak, Alicyn Smart

Guests (partial meeting): Brad Jackson, Tyler Kidder (via video), Kevin Spigel

Item 1: Presentation from Brad Jackson, Site Location Specialist Regarding Potential Services

Background:

- Development work in New York State, Afghanistan, and with Kennebec Regional Development Authority (aka First Park). Business attraction, retention and expansion
- Now in private business and a partner with The Next Move Group: focus on helping companies expand and helping communities think through how to bring businesses in and investment

The “Pitch”

- Gets in front of businesses looking to relocate, expand; matches them with aligned communities (e.g., Revise Sustainability (software) Cloud Sustainability.com might be good fit for Unity)
- Help communities attract investment and prepare the community to receive them
- Could connect us with Daryl Sterling (a partner) who has expertise in “Main street Development”

Explaining the value proposition of Central Maine

- Food hubs, Sustainability Development, Metal fabrication, Clean water
- Emerging areas: aquaponics, aquaculture
- Unity is fascinating for what we do have away from the 95 corridor: ex. corporate headquarters

Relevant examples of previous work:

- Central Maine
 - Envirem – Canadian co. coming to Unity; 30 jobs, investment in equipment and site
 - Luminultra (test kits for water testing municipalities)
- New York
 - Summit Natural Gas line partners (Mike Ward)
 - 100+ tower Noble Power Wind Farm– New York
- NDC connection with a community college in a public/private partnership model to finance buildings (what is the conversation with Unity College for similar projects?)

Financial Considerations:

- Leverage your \$ - raise before we spend
- Find marketing grants, e.g., Northern Border Regional Commission: Vermont has used these funds for marketing across the border to Canada. We could partner with Vermont...deadline in June
- Brad’s costs/services/timelines:
 - Networking (paid on an hourly basis).
 - Present value proposition to potential investors ~ \$30,000 to get in front of 15 companies
 - 2-3 year window , “land” 1-2 companies

Conclusion: ***Not a good fit for Unity at this time.***

Item 2: Approval of the April 3rd minutes:

Motion to adopt minutes as presented (Mary Ann). Seconded (Emily). Approved unanimously.

Item 3: Grow Smart Update: (via video with Tyler)

Phase II Proposal

- Reviewed by Emily, Mary Ann, Mary & Tony and various working groups.
- Recommend most of Grow Smart energy be focused on Lodging with some attention to big picture of Unity as a Destination
- Grow Smart sent what they had to date to Unity Foundation on April 30 for funding review
- Likely to hear from them in the next two days.

Updates from groups:

- Overall Destination Readiness (Mary Ann)
 - Concerned we're forgetting about big picture while getting tracked on projects
 - **Recommend EDC review Maine Office of Tourism checklist at June meeting (all approved)**
- Maker's Space (Kari)
 - Small group has business plan, ready to commit to a lease, now scouting for a physical space
 - **Will share the Maker's Space logo and mission when further developed.**
- Branding/ Marketing (Jenny)
 - A draft RFP was reviewed by 2 'experts'; need to hone scope to fit \$5,000 budget
 - Reached out to ~ 10 possible consultants to gauge interest; received positive response
 - **Next steps:**
 - **Revise RFP**
 - **Use info from Oregon and Maine tourism to develop a rationale for select board**
 - **Share draft RFP and rationale with EDC by email; if EDC approves, will ask the select board to authorize RFP at May 16 meeting**
- Brew Pub (Mary)
 - Private investor group having trouble finding suitable space; **will visit Hodges Trucking/Corn Shop buildings recently purchased by Envirem May 2nd 9AM. All invited to join.**
- Trail and Lakes (Mary)
 - Some maps are being developed.
 - Hills to Sea Trail opens officially June 3 – media opportunity
 - **Mary will convene a meeting soon.**
- Lodging (Jon)
 - Owner of 'Doctor's Inn' coming soon to clear out; Clem is contact
 - Bulk of lodging work to begin again when Phase II with GrowSmart is approved
 - Continue to consider multiple types of lodging

Item 4: Announcement: Governor's Account Executive- Jaimie Logan

- Provides services as an ambassador/connector for communities; experience with lodging; former chamber director in Bar Harbor.
- Provided contacts for people who can help with lodging expertise.
- She is invited to the Thursday Selectmen's workshop. She would like to meet with business people; she will receive a tour of Unity. EDC welcome to attend. 9 AM.

Item 5: Kevin Spigel- Main St. Speed Study and Proposal to purchase and install Speed Feedback Signs

- Kevin explained key findings of speeding study on Main St – safety (ave. speed 41 mph) and noise
- Proposal:
 - Purchase and install permanent speed feedback signs
 - Estimate 10,000 \$ for signs + installation
 - Provide speed data to help sheriffs target patrol times
- Proposal is appropriate for TIF funding; would need to go thru EDC budget discussion in December for 2018 appropriations process
- Alternative: State offers 1 portable sign to towns for free, Unity is up to receive one – Emily to hear back soon; someone would have to move them/ added maintenance. Several committee members see perhaps more value to portable signs.

- Follow up:
 - **Ask that the town adopt this study as an official document**
 - **Work through the town to present this formally to Sheriff and Lieutenant**
 - **Ask Kevin to research data on duration of effectiveness of permanent speed signs (who does the ask?)**

Item 6: Review and revise bylaws

- **Meetings will continue to be first Monday of the month, 6-8 PM.**
- Entering hard copy of meeting minutes into binder – now that there is a website to post them, this is not needed. Maintain a binder for reference documents only. **Motion: amend bylaws to delete language regarding binder for meeting records to post to website only (Mary Ann). Seconded (Emily). Approved unanimously.**
- Bylaws do not require but committee agreed to publish members' emails and phone numbers on web site. **Mary Ann will update list with new names.**
- EDC emails **Emily will set up the following:**
 - edcchair@unityme.org – for public to contact EDC; goes to Chair
 - RLF@unityme.org - for public to submit revolving loan fund proposals; goes to RLF coordinator
 - EDC@unityme.org committee group email, for internal committee correspondence only
- All committee business will be directed to the chair at edcchair@unityme.org. No committee member shall speak on behalf of the committee until a committee decision has been established. **Emily Newell will draft language to be discussed and voted on at June meeting.**

Item 7: Elect officers:

Open positions: Chair, co- chair, secretary

Nominations and votes:

Chair: Mary Leaming Approved unanimously.

Vice Chair: Mary Ann Hayes Approved unanimously.

Secretary: Ellen Batchelder / Jenny deHart as co-secretaries Approved unanimously.

Shared News:

Spanky's Pizza business for sale

New places: Woody's Diner, 93 Main

Should we think (again) about putting together a welcome kit for new businesses?

Could be as simple as a welcoming letter. – **Larry will draft a letter for 93 Main St.**

Another rationale for a marketing coordinator?

Next Steps:

9 am May 2nd Corn Shop Tour

Wait for GrowSmart to confirm with Unity Foundation for next steps.

Emily will report on status of state provided portable speed feedback sign

Adjourned at 8:24 pm.