

UNITY ECONOMIC DEVELOPMENT COMMITTEE
June 4, 2018 Minutes

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

Present: Larry K, Ellen B, Tony A, Alicyn S, Alicia McCormack, Jean Bourg , Kari Hulva (6:30)

Excused:

Unexcused: Najean S., Gail C.

Guests: Penny S.

- ITEM 1: INTRODUCTIONS OF NEW MEMBERS AND GUESTS
Jean Bourg 1st meeting as new member
- ITEM 2: REVIEW AND APPROVE JUNE MINUTES
Larry moves, Alicyn 2nd - all in favor – motion carries
- ITEM 3: COMMITTEE REPORTS
Marketing (Alicyn): saw a presentation from CivicPlus – identified other wish list thoughts – i.e. being able to schedule automatic “on” and “off” for calendar events. Civic Plus will prepare a quote for next meeting.

On June 12th – will hear from GovOffice (current provider), and MishMash, a Maine Co.

Alicyn will send info on potential providers to Jean Bourg for review.
- ITEM 4: ITEM 5: RLF NEED VOLUNTEERS TO EXPLORE OPTIONS WITH BANKS
Following up on Noreen’s advice from previous meeting to work with another entity to help manage our revolving loan funds (as a loan, or to help guarantee loans at a bank, etc.).

Larry reviewed the options/advice from Noreen for new members.

Penny: current applicant for RLF is nearly through the process - hooray.

Jean volunteers to talk to Bangor Savings; Tony will talk to DownEast CU; Penny will follow up with Brandy at KVCOG.
- ITEM 6: REVIEW AND VOTE ON RECEIVED GRANTS APPLICATIONS
Approved 2 grants last month – Thorndike Trailblazers ATV and Unified Riding & Driving Club. The money is obviously being put to use – construction is visible.

Penny and Larry shared examples of people coming to Unity to use these venues.

Horse Ring people (Cathy) were able to count 296 people who attended.

Tony notes this would make this a good location for an information kiosk. (Penny has info from Tom Aversa about a kiosk builder from Albion – Rick Lawrence.)

Jean Bourg – This Week in Unity ME has a mailing list of 380 people

Penny will work with Jean to add Horse Show Events schedule and photos to This Week in Unity and Unity FB page.

- ITEM 7: Grant Applications

Thorndike trailblazers for a *Marketing Grant* – to create 5 metal signs on trails promoting Unity businesses \$250.

Will professionalize the signs, direct people to food and other businesses.

How will the impact be measured? – Game cameras (also as a security feature) End of year survey or trail users and businesses through FB and EDC?

Who will decide what businesses are on the signs? Making sure others are not left out.

Move to approve with the following contingencies:

1. How will the impact be measured (e.g. a FaceBook survey of trail users- what/how many businesses did you visit?)

2. What is their criteria for adding businesses to the signs? (like distance from trail, reasonableness of use?)

EDC For future meetings – come up with ideas for creative ways to measure economic impacts.

Jean moves to conditionally approve the grant to the ATV club (conditional on response to the 2 questions above), Alicia 2nd – motion carries unanimously.

Ellen will email the club; cc to EDC members

UBx Community Grant Application: marketing materials (posters/rack cards/ directional signs), and postage and mailing supplies to support an Old Fashioned Saturday Market- \$600

Impact will be measured in number of vendors and crowd.

Larry answered questions that EDC had of the thinking behind the market.

Alicyn moves, Jean 2nd – 6 approve, 1 abstention

- ITEM 8: NEW IDEAS FOR TIF FUNDS (LOW FRUIT)

Ellen - Developing a “Festival” like Whoopie Pie/ Red Hot Dog to augment Unity Days.

Penny - Beach Party/ Ball – water races/ grilling hot dogs, etc.

Alicyn - Harvest Parade – Tractors/wagons/ - ***she volunteers to help organize***

- ITEM 9: REPORT ON MEETING WITH BUDGET COMMITTEE

Larry and Alicia attended – reported on potential appropriations from the EDC – we think we can work within existing allocations for this year.

Planned for more frequent meeting between EDC and Budget Committee

- ITEM 10: NEW BUSINESS

Making it easier, more cost friendly to use local certified kitchens

Making sure that EDC mailing lists are up to date (Jean, Karin Hunt)

Memorial Day Parade was large this year – why?

Last year EDC skipped July, do we want to do so this year? – yes, but plan for a shorter meeting.

Push Unitel meeting to fall: Gail is coordinating

- ITEM 11: OPEN FLOOR

Suggestion that if EDC Chair/Vice Chair is involved in submission of a grant in future, they should step down and have someone else run the meeting where the grant is voted on.

- ITEM 12: ADJOURN