

Unity EDC Minutes – April 3, 2017 – Unity Town Office

In attendance; Mary Leaming, Jim Buckle, Mary Ann Hayes, Lucia Picard, Gail Chase, Emily Newell, Mike Gold, Jenny deHart, *Alicyn Smart, *Ellen Batchelder, *Kari Hulva, Najean Shedyak, *Jon Wadick

*Prospective New Committee Members to be appointed

Excused members: Joe Saltalamachia, Clem Blakney, Dan McCormick

Unexcused member: Tony Aliva

Meeting called to order 6:04

Introductions – Welcome new member Jenny deHart representing Unity College and prospective new members.

Overview appropriations from Town Meeting:

- Voters approved \$5000.00 for Community Grants
- \$10,000.00 for Fire Truck Fund

Review of GSM March 20 gathering and next steps:

Ending phase 1 moving into phase 2 – priorities/ next steps

Marketing/Branding Group

- would like to hire a consultant / staff to assist in going forward with setting up RFP and new visitunitymaine.com website.
- Ask GSM for technical assistance in reviewing RFP, marketing RFP to potential consultants

Makers Space

- Needs technical assistance with organizational structure, ownership and business models
- Has insurance questions

Lakes and Trails

- Consolidating information/kiosk/parking
- UBR was asked to convene; agreed for 1-2 meetings
- GSM assistance not needed; network has good capacity and connections

Lodging

- Continue with the work UBX has developed regarding proposal for “The Doctor’s Inn”
- Revisit other lodging needs/opportunities

Regarding Doctor’s Inn request for building assessment funding, Jim brought up his concern over spending \$3000 to benefit a small group of individuals as opposed to a larger community wide project/investment. We keep coming back to the need for a lodging feasibility study. Should ask GSM who is qualified to perform the tailored type of study our unique community requires.

Brew Pub Will continue to pursue on its own

Phone conference with GSM Tyler & Nancy- GSM can assist groups in the following ways:

- Branding/Marketing Group -networking and review of RFP
- Maker’s Space –networking, finding business models and finding opportunities
- Lakes and Trails – as needed
- Lodging- project management, feasibility study, networking

How to keep public informed as we move into phase 2

-Monthly reports on This Week in Unity Me web bulletin

-Keeping Minutes up to date

Time frame for phase 2-end of August?

The minutes of the March meeting were approved as presented.

MaryAnn proposes creating a Marketing subcommittee using \$5000.00 from TIF for Branding/Marketing Consultant to review Phase 1 concepts and recommend marketing strategy & job description for Marketing & Outreach Coordinator. Committee and following members approved: MaryAnn, Jenny, Alicyn, Jon, Ellen, Hannah to be on the sub committee.

Committee voted and approved to authorize Emily, Mary, Tony & MaryAnn to review / fine tune proposal from GSM to report to Unity Foundation

EDC endorses the 4 groups going forward with plans to move toward Unity as a Destination, with Lodging and Marketing acting as official subgroups of the EDC. Trails/Lake and Maker Space are more independent but supported.

Committee Appointment Recommendations: Unanimous vote to recommend all existing members with terms expiring be reappointed to 2 year terms and Ellen, Kari, Jon and Alicyn be added. Ellen and Jon were happy with 1 year terms. Kari and Alicyn should have 2 year terms to keep staggered terms even.

Jon shared with committee that Brad Jackson, a site developer who had assisted Environ to find its Unity location, had approached UBX re opportunities/ services he might provide. Several EDC members were interested in hearing his pitch. Jon will extend an invitation for him to present to EDC at May 1st meeting.

Meeting Adjourned

Respectfully submitted,
Lucia Picard