

**CEDC Meeting**  
**March 7, 2019 – 6:30 PM**  
**Town Office Conference Room**



**Meeting Materials**

CEDC  
Thursday March 7, 2019  
6:30pm – Town Office Conference Room

**CALL TO ORDER**

- Guest acknowledgements
- Approve minutes
- Review financials

**NEW BUSINESS**

- Scott Segal
- Banners
- Business survey
- Business of the Year Award to present at town meeting and who will present this.

**OLD BUSINESS**

**OPEN ISSUES/ OTHER**

**ADJOURNMENT**

# CEDC Meeting Minutes

For February 7, 2019 Meeting

## **CALL TO ORDER**

Chairperson Steve Robinson called the meeting to order at 6:30 PM with Members Jen Letourneau, Cyndi Robbins, Ray Cloutier, Norm Davis, Jay Kiel, and Stan Tetenman present.

### Guest acknowledgements

Guests present – Matt Garside, Stacey Bsullak, Charlie Foley, and Jimmy Walker.

### Approve minutes

Cyndi Robbins moved to approve the meeting minutes from the December 6, 2019 meeting. Jay Kiel seconded the motion. Discussion: None    Vote: 7-yes 0-no

### Review financials – Matt Garside

Matt Garside went over the financials and the invoices. Cyndi Robbins moved to approve the financials and the invoices. Norm Davis seconded the motion. Discussion: None    Vote: 7-yes 0-no

## **NEW BUSINESS**

### Banners

The Committee would like to put a website on the bottom of the banners. Cyndi Robbins will get the website “visitpoland.me”. Cyndi Robbins will also ask the banner company to send new designs with the address at the bottom of the banners to send to the members for their thoughts.

### Business of the quarter

Ray Cloutier moved to make Richard Bader Physical Therapy the business of the quarter. Stan Tetenman seconded the motion. Discussion: None    Vote: 7-yes 0-no

### Questions for business survey

The Committee went over the variety of questions submitted by the members for the survey. The Committee wants to create a survey that can be done online via Survey Monkey, handed at Town Meeting, and mailed out. Steve Robinson and Sarah Merrill will work on creating the survey. Cyndi Robbins will put the survey on Survey Monkey because she already has an account. There will also be a link on the town website.

The Committee would like to have a booth at the Town Meeting to hand out business surveys to people with stamped return envelopes.

### Next BAH

The next business after hours will be on June 20<sup>th</sup> from 5:00 pm – 7:00 pm at the Maine State Building. There will be speeches around 6:00 pm. Look into having someone tell the attendees about the building. Also, have John Williams and Becky speak.

The fall business after hours will be on October 17<sup>th</sup> at Cyndi's Dockside. The rest of the details will be worked out as the date gets closer.

#### Business of the Year Award to present at town meeting and who will present this

Sarah Merrill will give the recipient list for the 2018 businesses of the quarter to the Board of Selectpersons for them to choose a business of the year. Steve Robinson will present the yearly award at the Town Meeting.

#### Marijuana Public Hearing

The public hearing on all the CLUC amendments including marijuana will be held on February 12, 2019. The Committee would like to have a map with the zones at both the public hearing and at the Town Meeting.

### **OLD BUSINESS**

#### **OPEN ISSUES / OTHER ISSUES**

##### Water and Sewer Extension

The Committee would like to invite Zakk Maher, the Mechanic Falls Town Manager, to a meeting to talk about extending the water and sewer lines from Mechanic Falls to Poland. Matt Garside has spoken with Mr. Maher and at this time Mechanic Falls isn't looking to expand their water and sewer lines because they are close to capacity. There may be opportunity for water and sewer from Oxford and in conjunction with Mechanic Falls. Matt Garside will follow up on this.

##### Ending the TIF

Matt Garside brought up starting to think about ending the TIF. The Committee doesn't think this is the right time to have that conversation, but they would like to know when Noreen thinks is the right time to end the TIF.

##### Upcoming Events

Cyndi Robbins gave a n update on the following events:

February 24<sup>th</sup> Bill Bouchard will be having a snowshoeing event at the Inn. It will be a fun event not a timed event.

Heritage Day will be June 22<sup>nd</sup> and they will be adding two new events: a beer fest and a 5k run. Last year the Committee donated to Heritage Day and Cyndi Robbins asked the Committee to donate this year as well. Ray Cloutier moved to give \$2,000.00 to the Heritage Day event. Norm Davis seconded the motion. Discussion: None    Vote: 6-yes 0-no    Cyndi Robbins abstained from voting.

Scott Segal, the Recreation Director for Poland, sent Cyndi Robbins a letter that he will be coming to the Committee to talk about regarding advertising and marketing for future events.

Stacey Bsullak talked about a variety of events she has coming up this year that she will keep everyone updated on as they get closer.

### **ADJOURNMENT**

Jay Kiel moved to adjourn the meeting at 8:10 pm. Stan Tetenman seconded the motion. Discussion: None    Vote: 7-yes 0-no

# Expense Detail Report

Department(s): E 400-01-5650 - E 400-01-5650  
February

Account-----			Current			Unexpended
Date	Jrnl	Desc---	Budget	Debits	Credits	Balance
400 - PSB TIF 1 FUNDS			56,500.00	23,515.82	192.50	33,176.68
<b>01 - PSB TIF 1</b>			<b>56,500.00</b>	<b>23,515.82</b>	<b>192.50</b>	<b>33,176.68</b>
5650 - CEDC EXPENSE			56,500.00	23,515.82	192.50	33,176.68
02/07/19	P 0423	02/07/19 Payroll (Dist)		98.00	0.00	
02/14/19	P 0432	02/14/19 Payroll (Dist)		98.00	0.00	
02/19/19	A 0435	Network Solutions		29.58	0.00	
02/21/19	P 0442	02/21/19 Payroll (Dist)		98.00	0.00	
02/28/19	P 0466	02/28/19 Payroll (Dist)		98.00	0.00	
		<b>February</b>	<b>0.00</b>	<b>421.58</b>	<b>0.00</b>	<b>32,755.10</b>
		<b>Expense.....</b>	<b>56,500.00</b>	<b>23,937.40</b>	<b>192.50</b>	<b>32,755.10</b>
		<b>Division....</b>	<b>56,500.00</b>	<b>23,937.40</b>	<b>192.50</b>	<b>32,755.10</b>
		<b>Department..</b>	<b>56,500.00</b>	<b>23,937.40</b>	<b>192.50</b>	<b>32,755.10</b>
<b>Final Totals</b>			<b>56,500.00</b>	<b>23,937.40</b>	<b>192.50</b>	<b>32,755.10</b>

**From:** Network Solutions <[support@networksolutions.com](mailto:support@networksolutions.com)>  
**Subject: Your Order is Confirmed**  
**Date:** February 11, 2019 at 1:50:11 PM EST  
**To:** [crobbins@fairpoint.net](mailto:crobbins@fairpoint.net)  
**Reply-To:** Network Solutions <[NSCC4+10439327520@networksolutions.com](mailto:NSCC4+10439327520@networksolutions.com)>



## Order Confirmation

Dear CYNTHIA ROBBINS,

Thank you for your order. We appreciate the opportunity to serve your online needs. This email will help you with your account set-up.

### Order Confirmation

Order Number: 929552519  
Today's Charges: \$29.58  
Future Charges: \$0.00  
Credit Card: xxxxxxxxxxxx9498

### Ordered By:

User ID: [CROBBINS@FAIRPOINT.NET](mailto:CROBBINS@FAIRPOINT.NET)  
User Name: Cynthia Robbins  
Credit Card Holder Name: CYNTHIA ROBBINS

Account Number: 25261720  
Primary Contact: CYNTHIA ROBBINS ([CROBBINS@FAIRPOINT.NET](mailto:CROBBINS@FAIRPOINT.NET))

### Order Summary

Service Description	Qty	Term** (Exp. Date)	Monthly Recurring Charges*	Deferred Charges	Today's Charges
<b>domain .ME</b> VISITPOLAND.ME	1	1 year(s) (2020-02-11)		\$0.00	\$27.59
<b>Secure Xpress</b>	1	Monthly <sup>†</sup> (2019-03-11)	\$7.99	\$0.00	\$1.99

\*There are no monthly recurring charges on products purchased on an annual term. You will be charged on an annual basis and will receive a reminder of renewal no less than three months before renewal occurs.

**How Powerful is Your Domain Name?**

Noreen G. Norton

1 Kelsey St. #2  
Waterville, Maine 04901  
[noreennorton@gmail.com](mailto:noreennorton@gmail.com)  
(207) 441-0609

# Invoice 19001

Date: February 19, 2019

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**Bill To:**

Town of Poland, Maine

**Project**

2 TIF District Amendments

**Terms**

Due upon Receipt

Description	Portion	Rate	Amount
Final portion of fee for Amendment of PSBCo D2 and DTV Tax Increment Financing Districts within the Town of Poland. Total fee of \$15,000 includes all time and direct costs associated with the project. This is the FINAL Invoice.	25%	15,000.00	\$3,750.00
Total:			\$3,750.00

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Here: <http://ads.networksolutions.com/landing?code=P13C515S2N0B11A1D468E0000V100>

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Date: March 7, 2019

Dear Community & Economic Development Committee,

I consider myself extremely fortunate to work in a town that has many wonderful attributes, between the amazing community of families, beautiful lakes and ponds, local trails, business and community partners, excellent schools, hardworking municipal departments and community event offerings.

We have a great deal of community activities that are open to the public. I am hoping your committee will consider an annual plan to fund our community events through marketing strategies that provides support to our local businesses, municipal departments and local non-profits. If we can increase participation at our events, we can potentially increase revenue support for the above.

The benefit of advertising beyond our town borders brings in the potential for economic growth to our local businesses, municipal departments and local non-profits. Some municipal departments (Library and Parks & Recreation) and local non-profits rely on fundraising efforts to reach their organizational goals.

Here is a list of activities planned for the upcoming year. Some of these activities may already receive funding from your committee in some form.

- "Free" Summer Concerts @ Poland Spring Resort
- Heritage Day/Strawberry Festival/Road Race
- Tree Lighting Gathering Wind Farms Apple Orchard
- Gathering Winds Farm Fall festival
- Ice skating rink proposed in front of Cyndi's Dockside
- Poland Spring Preservation Park Trails - Groomed trails, snow shoe events
- Bragdon Hill Conservation Area - Hiking events
- Heart of Poland Conservation Area - Hiking, moonlight snow shoeing

- Monthly Shows at the Town Hall - May thru February annually
- Halloween Event @ Maine State Building

The hope is that with some anticipated annual funds, we can market these activities beyond our normal, school fliers, LED sign messages, Facebook, Email blasts, etc. By adding the following...

- Paid Facebook advertisement boosting
- Place lawn signs in other towns (like the Casco Days event is promoted)
- Place banners at key locations
- Create radio spots for some of the larger events

#### Questions:

Annual Budget? – I would recommend having a small committee with a representative of the CEDC, myself and a resident. Ideally at least one committee member with some marketing experience. Our committee could do some research on advertising costs and also attach dollar amounts to the various events. We can then provide a recommended amount to the CEDC that has been well thought out.

Cap per event? I would recommend a cap for any event that the CEDC chooses to provide funds too.

Who would manage the funds? All transactions would go thru our normal budgeting process via our finance department. I am more than willing to report updates to the CEDC.

I look forward to having this conversation with your committee.

#### Outcomes:

Determining if the funding making a difference?

Head count at events; residents vs non-residents?

Did businesses, municipalities and local non-profits increase their revenue?

I would recommend that at least annually reporting back to the CEDC if the funding provided is making a difference.

Sincerely,

Scott Segal

Poland Parks & Recreation Director

ssegal@polandtownoffice.org

# 2019 Business Survey

CEDC, Town of Poland

What is your business? \_\_\_\_\_

How many employees do you have? \_\_\_\_\_

How do you advertise? Circle all that apply

a. Newspaper/ magazine print

i. If so which ones: \_\_\_\_\_

b. Web

i. Own site – name: \_\_\_\_\_

ii. Another site – name: \_\_\_\_\_

c. Restaurant table mats – where: \_\_\_\_\_

d. Other: \_\_\_\_\_

Are you looking for a new sight to build or an existing building? If so where? \_\_\_\_\_

What infrastructure do you require, i.e. 3 phase power, sewer, water, natural gas? \_\_\_\_\_

Will your business create new jobs for the area? If so what skills, education, etc. are needed?

\_\_\_\_\_  
\_\_\_\_\_

What would help your business grow: Circle all that apply

a. More advertising opportunities

b. Water/Sewer/Natural gas expansion

c. Skilled employees

d. Other: \_\_\_\_\_

Do you know other businesses that might like to relocate/ change location/ expand?

\_\_\_\_\_

What type of business do you think needs to be in Poland (not here today)?

\_\_\_\_\_

# 2019 Business Survey

CEDC, Town of Poland

What if any business training would you use/like to see offered? Circle all that apply

- e. Web site
- f. Financial
- g. Advertising
- h. Other: \_\_\_\_\_

What Industry would complement your business to invite to Poland networking opportunities?

\_\_\_\_\_

How do you stay informed about what is happening and opportunities in the community?

\_\_\_\_\_

Who are you looking to work with for clients/resources? \_\_\_\_\_

\_\_\_\_\_

Are you more of a business to business company or do you work with individual's, homeowners, general public? \_\_\_\_\_

What can CDEC do to help your business? \_\_\_\_\_

\_\_\_\_\_

We are working on a new website about visiting Poland. What do you think we should highlight about Poland? \_\_\_\_\_

\_\_\_\_\_