

COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE
THURSDAY, JANUARY 4, 2024
6:30 PM - TOWN OFFICE CONFERENCE ROOM

Community & Economic Development Committee
Thursday, January 4, 2024
6:30 PM - Town Office Conference Room

AGENDA

CALL TO ORDER

MINUTES

December 7, 2023

RECOGNITION OF VISITORS

REPORTS

Financial Report December 2023
Planning and Development Report

COMMUNICATIONS

OLD BUSINESS

Beautification
Establish Criteria For CEDC-Funded Events
Winterfest

NEW BUSINESS

2024 Explore + Discover Guide

OTHER BUSINESS

ADJOURNMENT

CEDC ACTIVE LIST

Spring Business After Hours (March/April)
2023 Business of the Year (March/April)
SOP For New Businesses
Banner Replacement
Historical Sign Replacement
Update Backdrop and Tradeshow Materials

MINUTES

Community & Economic Development Committee
Thursday, December 7, 2023
Town Office Conference Room - 6:30 PM

MINUTES

CALL TO ORDER

The Poland CEDC meeting for December 7, 2023, was called to order at 6:30 p.m. by Chair Cyndi Robbins. Members present were Vice Chair Rob Dwyer, Members Norm Davis, Sheila Foley, Stacey Bsullak, and Mike Ellis.

Public Attendance: Recording Secretary Alex Sirois Selectman Nate McNally.

MINUTES

November 2, 2023

- Member Stacey Bsullak makes a motion to approve the minutes for November 2, 2023, as presented, seconded by Member Rob Dwyer. No discussion.

VOTE YES - 6 NO - 0

RECOGNITION OF VISITORS

None

REPORTS

November 2023 Financial Report

- The Committee is unsure what the charge for \$2,400 is listed as a renewal.
 - Chair Cyndi Robbins believes this is for the Town's main website.
- Member Norm Davis makes a motion to approve the Financial Report for November 2023, seconded by Member Mike Ellis. No discussion.

VOTE: YES - 6 NO - 0

Planning and Development Report

- No new business registrations have been received by the Planning and Development Office since the last meeting.
- No new commercial applications have been approved by the Planning Board since the last meeting.
- The following commercial building permits have been received by the Code Enforcement Office since the last meeting.
 - Middle Range Pond Restaurant LLC submitted a permit application for a new sign at 723 Maine Street. Estimated construction cost of \$16,083.
 - Chair Cyndi Robbins corrects that she is no longer the owner it is now Nonesuch Dockside LLC.

COMMUNICATIONS

Celebration Corporation Invoice

- This was approved at the last meeting.

OLD BUSINESS

Beautification

- Tabled until next month

Establish Criteria For CEDC-Funded Events

- Tabled until next month

NEW BUSINESS

Spring Business After Hours

- Chair Cyndi Robbins informs The Committee that she still has not received a bill from Fairlawn for the Spring Business After Hours.
- Member Sheila Foley would like to host the spring business after hours.
 - We will shoot for March or April.
- Cyndi will contact Wolf Cove to see if they would like to host one in the fall.

2023 Business of the Year

- This will be given out at the spring business after hours event.

Poland Provisions Ribbon Cutting

- A ribbon cutting for Poland Provisions will be held at 10 am on December 16th.
- Member Sheila Foley asks if Cyndi can get the scissors sharpened.
- Chair Cyndi Robbins needs her logo for the plaque.
- Recording Secretary Alex Sirois will post something on Facebook.
- The Committee will cover some of the costs associated as they have done for previous ribbon-cutting events.

Winterfest

- This sub-committee has had a couple of meetings.
- It has been decided that this year it will be located at the Municipal Complex Park.
- Chair Cyndi Robbins has talked with Scott Segal about improving the sledding hill.

Business Registration Fee

- Selectman Nate McNally informs The Committee that the Selectboard did get rid of the Business Registration fee some time ago.

OTHER BUSINESS

- Chair Cyndi Robbins informs The Committee that Town Manager Matt Garside has contacted her about the CEDC being involved with a sub-committee that has been established to help grant money to businesses affected by the shooting in Lewiston. She has offered to help sit on this sub-committee if they want someone from Poland.
- Member Stacey Bsullak asks if Nonesuch will be doing a robbin cutting as the new owner of Cyndi's Dockside.
 - Member Sheila Foley informs her that they will once they have finished their renovations and re-brand.
- The Committee is very pleased with how Christmas in Poland and the tree-lighting event went.
- Chair Cyndi Robbins distributed the Comprehensive Plan to the Committee via email. It was discussed at the last meeting that the Town needs a vision statement. The Comprehensive Plan Committee did a great job defining a vision statement for the town. This process also included a survey, which was completed by the public. This survey outlined what citizens were most interested in seeing. The Committee reviews this survey.
 - Chair Cyndi Robbins did ask Town Manager Matt Garside if the Town Office parking lot could be used for a farmers market on Sundays and he approved.
 - The Committee thinks that this is something worth exploring.
- Member Stacey Bsullak informs The Committee that 100-mile runner Gordon Collins and April Hudy may be approaching the CEDC for assistance with a race that would benefit veterans, to be held in Poland. This may occur sometime in June of 2024.
- The Committee asks Recording Secretary Alex Sirois to contact Nikki Pratt to get an update on the TIF status and balance.

ADJOURNMENT

The meeting adjourned at 7:35 p.m.

Recorded by: ALS

Accepted on: January 4, 2024

REPORTS

Expense Detail Report

Department(s): E 400-07-6000-60 - E 400-07-6000-60
December

Account----- Date Jrnl Desc---	Current Budget	Debits	Credits	Unexpended Balance
400 - TIFS	56,500.00	5,096.13	0.00	51,403.87
07 - TIF 2	56,500.00	5,096.13	0.00	51,403.87
6000 - TIFS	56,500.00	5,096.13	0.00	51,403.87
60 - CEDC	56,500.00	5,096.13	0.00	51,403.87
12/28/23 P 0431 12/28/23 Payroll (Dist)		463.94	0.00	
December	0.00	463.94	0.00	50,939.93
Object.....	56,500.00	5,560.07	0.00	50,939.93
Expense.....	56,500.00	5,560.07	0.00	50,939.93
Division....	56,500.00	5,560.07	0.00	50,939.93
Department..	56,500.00	5,560.07	0.00	50,939.93
Final Totals	56,500.00	5,560.07	0.00	50,939.93



**TOWN OF POLAND, MAINE
COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE**

January 2, 2024

Re: **December Planning and Development Report**

Dear Committee Members,

No new business registrations have been received by the Planning and Development Office since the last meeting.

No new commercial applications have been approved by the Planning Board since the last meeting.

N commercial building permits have been received by the Code Enforcement Office since the last meeting.

Sincerely,

Alex Sirois
CEDC Administrative Assistant
Town of Poland, Maine

COMMUNICATIONS

OLD BUSINESS

From: Cyndi Robbins psicyndi@gmail.com
Subject: Fwd: Winterfest
Date: December 11, 2023 at 6:31 PM
To: Alexander Sirois alex@celebration-corporation.com



can you do the dj part?
Cyndi Robbins
psicyndi@gmail.com

Begin forwarded message:

From: Jennifer Fogg <jenn@polandspringresort.com>
Subject: Winterfest
Date: December 11, 2023 at 6:20:29 PM EST
To: CYNDI <Cyndi@polandspringresort.com>

Ask CEDC to fund the following items
Police coverage
WOXO ad
DJ

Jennifer Fogg

Poland Spring Resort
640 Main St
Poland Spring, ME 04274
(207) 998-4351 Reservation Line
www.polandspringresort.com
jenn@polandspringresort.com

NEW BUSINESS

From: CYNDI Cyndi@polandspringresort.com 
Subject: Re: 2024 Explore + Discover Guide
Date: December 28, 2023 at 12:06 PM
To: Matt Garside mgarside@polandtownoffice.org
Cc: Alexander Sirois alex@celebration-corporation.com



thank you for passing it on I'll bring it to the committee!
Cyndi Robbins
Innkeeper
Poland Spring Resort
640 Maine Street
Poland Spring, ME 04274
(207) 998-4351 Reservation Office
www.polandspringresort.com
Cyndi@polandspringresort.com

On Dec 28, 2023, at 9:48 AM, Matt Garside <mgarside@polandtownoffice.org> wrote:

Did you get this? Want to do it again?

Matthew Garside
Poland Town Manager
998-4601
mgarside@polandtownoffice.org

From: Angela D'Amours <angela@lametrochamber.com>
Sent: Wednesday, December 27, 2023 5:06 PM
To: Matt Garside <mgarside@polandtownoffice.org>
Subject: 2024 Explore + Discover Guide

Hi Matthew:

First of all, thank you to the Town of Poland for being a member of the LA Metro Chamber. My name is Angie, and I'm the new Director of Engagement at the LA Metro Chamber; I look forward to meeting you at some point in the future.

Last year, the Town of Poland supported the 2023 Explore + Discover Guide by purchasing a full page ad. Your ad went out to 15,000 homes and businesses, and many local employment recruiters found the guide an invaluable tool to welcome candidates and new hires. Would you be interested in supporting next year's guide? Attached, please find a copy of last year's ad, as well as a pricing sheet for your reference.

Please let me know if you would like to support us in making this year's guide the best yet! Looking forward to hearing from you.

Warm Regards-
Angie

--



Angela D'Amours
Director of Engagement
Lewiston Auburn Metropolitan Chamber of Commerce



Tel: 207.783.2249
415 Lisbon Street, Suite 100, Lewiston, ME 04240
Become a member today!
LAMetroChamber.com | DiscoverLAMaine.com

#OneLewiston <https://onelewiston.org>



2024 Early
Contra...eet.pdf

POLAND
Building a bright future from our rich past!

Historic Poland, Maine, is a vibrant, rural community at the crossroads of central Maine. With our welcoming community, central location, and a modern school system, Poland is where families and businesses can thrive!

Year-round recreation including:

- 5 lakes & a town beach
- 3 golf courses

A small photograph showing a person in a hat walking through a wooded area.A small photograph of a building with a steeple, likely a church or schoolhouse.

POLAND

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Historic Poland, Maine, is a vibrant, rural community at the crossroads of central Maine. With our welcoming community, central location, and a modern school system, Poland is where families and businesses can thrive!

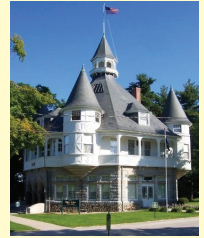


Year-round recreation including:

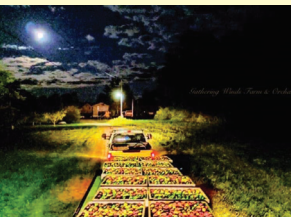
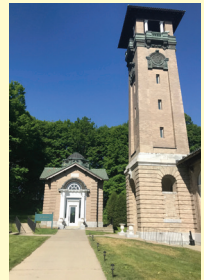
- 5 lakes & a town beach
- 3 golf courses
- Miles of hiking trails
- Snowmobiling and a ATV trails
- Hunting & fishing
- Museums & library
- And much more!



Poland has incredible, locally owned lodging options including the historic Poland Spring Resort and for a bed and breakfast feel, there is also Wolf Cove Inn, set on the East Shore of Tripp lake. Both offer stunning properties for your indoor lodging as well as unforgettable wedding Venues. If you prefer an outdoor lodging experience, Poland is home to 3 great camp grounds.



Family farms scatter the landscape and stand ready to nourish your family. When cooking is not on the agenda, dine in one of the local restaurants or cap off the evening with fresh frozen custard or a scoop of ice cream.



Whether to live, work, or simply play, Poland is a place with endless opportunity. Please visit us and see for yourself what Poland has to offer! Come see what opportunities are available and grow with the Poland Community!



For more information www.visitpoland.me

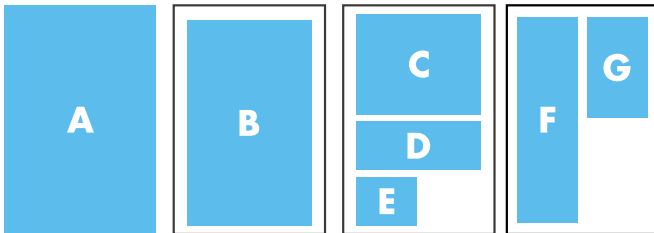
EXPLORE + DISCOVER

LA REGION EXPLORE + DISCOVER GUIDE

Our greater LA region has a lot to offer, and we want to showcase how unique + vivid our area of Maine truly is - to visitors and the talent being recruited to our region. With events happening all year and Maine's great outdoors right in our backyard, we are a great destination for families, couples, and solo explorers to visit, live, work and play. This [regional printed guide](#) will highlight the greater LA Region, from Poland to Lisbon, to Sabattus + Turner.

Who you will reach: The [LA Region Explore + Discover Guide](#) will reach residents, and visitors to Maine through AAA Travel, Maine Office of Tourism Visitor locations and area Chambers; as well as reaching aspiring Mainers looking to relocate to Maine for our quality of life. This printed guide will also be an exceptional asset used for recruiting prospective talent to our region.

AD SPECS



A - FULL BLEED

5.625"W x 8.5"H

B - FULL PAGE

4.625"W x 7.625"H

C - 1/2 HORIZONTAL

4.625"W x 3.75"H

D - 1/4 HORIZONTAL

4.625"W x 1.8125"H

E - 1/8

2.25"W x 1.8125"H

F - 1/2 VERTICAL

2.25"W x 7.625"H

G - 1/4 VERTICAL

2.25"W x 3.75"H

EARLY CONTRACT RATES:

Back Cover*: \$1,150 / \$1,350

Inside Cover (Front or Back)*: \$1,000 / \$1,150

Centerfold 2 Page Spread*

\$1,700 / \$2,000

Full Page (A or B): \$1,000 /

\$1,150

1/2 Page (C or F): \$525 / \$600

1/4 Page (D or G): \$400 / \$475

1/8 Page (E): \$300 / \$325

**COMMIT BY
DECEMBER 8TH**

FOR EARLY PRICING

*Explore + Discover is a publication of the LA Metro Chamber, those with Chamber memberships in good standing will receive the special member rates.

*Green Pricing indicates 2024 regular ad rates after December 8th commitment.

EXPLORE + DISCOVER GUIDE SECTIONS

STAY A DAY

Highlights visitor attractions completed in a day

STAY TO PLAY

Highlights longer trips + overnight area attractions

STAY A LIFETIME

Highlights quality of life + the fabric of our community

2023 EXPLORE + DISCOVER METRICS

Last year, over **15,000** copies of the Explore + Discover guide were distributed throughout our region and sent across the US.

- **3,000+** Expanded Talent Attraction Promotion + Mailing
- **1,500+** at Maine Chambers
- **5,000+** in Maine visitor centers
- **1,500+** Direct Mailed
- **4,000+** Local Distribution

DISTRIBUTION

- AAA Throughout Northern New England
- DiscoverLAMaine.com
- 16 Southern + Western Maine Chambers
- eGuide Available on LAMetroChamber.com
- Maine Visitor Information Centers
- Area Businesses

KEY DEADLINES

DECEMBER 8TH: EARLY ADVERTISING CONTRACT

JANUARY 8TH: PAYMENT + AD ARTWORK



EXPLORE + DISCOVER GUIDE

EXCLUSIVE EARLY ADVERTISER MEMBER CONTRACT

Company
Email
Billing Address
City

Contact
Phone
Website
Physical Address (if different)
State
Zip

PRINT AD SPECIFICATIONS

EARLY CONTRACT / 2024 RATES

SINGLE AD PLACEMENTS

FULL PAGE: \$1000 / \$1150
½ PAGE: \$525 / \$600
¼ PAGE: \$400 / \$475
⅛ PAGE: \$300 / \$325

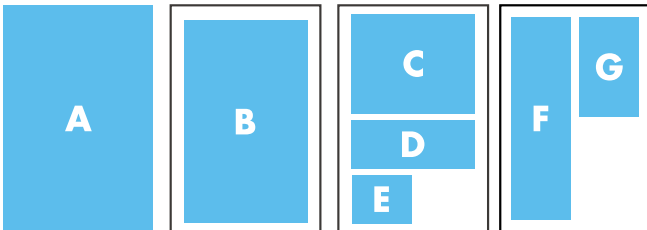
PREMIUM AD PLACEMENTS (members only)

BACK COVER: \$1150 / \$1350
INSIDE COVER (FRONT OR BACK): \$1000 / \$1150
CENTERFOLD SPREAD: \$1700 / \$2000

*Premium ad placements are first come first served

BULK ORDERS FOR TALENT ATTRACTION

FULL PAGE AD AND 1,000 PRINTED PIECES \$1600
½ PAGE AD AND 500 PRINTED PIECES \$1000



AD DESIGN INFORMATION

Print ready ad coming from client by **January 8th** emailed to Angela@LAMetroChamber.com

New ad to be designed by publisher. All assets and content to be supplied by **January 2nd** and emailed to Angela@LAMetroChamber.com

PRICE

Cost of ad

Contract must be received by **December 8, 2023** and balance due must be paid in full no later than **January 8, 2024** unless otherwise approved by the LA Metro Chamber, and chamber membership must be in good standing.

All ads placed "run of publication" unless otherwise noted.

The publisher is not responsible for any errors in editorial, calendar or events, maps or index. This is offered as a FREE service.

Client's Name

Date

Client's Signature

LAMCC Signature

Return to

Lewiston Auburn Metropolitan Chamber of Commerce
415 Lisbon Street, Suite 100, Lewiston, ME 04240

-or-

email Angela@LAMetroChamber.com

*Cancellation Policy: Contract must be canceled in writing within 10 days of signature.

Notes: