

**COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE**  
**THURSDAY, JANUARY 5, 2023**  
**6:30 PM - TOWN OFFICE CONFERENCE ROOM**

**Community & Economic Development Committee**  
**Thursday, January 5, 2023**  
**6:30 PM - Town Office Conference Room**

**AGENDA**

**CALL TO ORDER**

**MINUTES**

December 1, 2022

**RECOGNITION OF VISITORS**

**REPORTS**

November 2022 Financial Report  
December 2022 Financial Report  
Planning and Development Report

**COMMUNICATIONS**

Business After Hours Bill - Cyndi's Dockside  
Binnie Media Advertisement  
Job Openings

**OLD BUSINESS**

CLUC Amendment (Downtown Design Standards)  
Christmas In Poland/Parade Recap  
Barber Shop Ribbon Cutting  
Business Recognition Award Press Release

**NEW BUSINESS**

Maine Business 2 Business Trade Show  
Winterfest  
Triathlon  
Town Sign Landscaping

**OTHER BUSINESS**

**ADJOURNMENT**

**CEDC ACTIVE LIST**

SOP For New Businesses  
Triathlon (delayed until the January meeting)  
Town Sign Landscaping (delayed until the January meeting)  
Banner Replacement

# **MINUTES**

**Community & Economic Development Committee**  
**Thursday, December 1, 2022**  
**Town Office Conference Room - 6:30 PM**

**MINUTES**

**CALL TO ORDER**

The Poland CEDC meeting for December 1, 2022, was called to order at 6:31 pm, by Chair Cyndi Robbins. Vice Chair Sheila Foley and members Stacey Bsullak, and Mike Ellis, are present. Members Norm Davis and Chrissy Kimball are absent.

**Public Attendance:** Recording Secretary Alex Sirois and Selectboard Member Nate McNally.

**MINUTES**

November 3, 2022

- Member Stacey Bsullak makes a motion to accept the minutes for November 3, 2022, as presented, seconded by Sheila Foley. No discussion.  
VOTE            YES - 4            NO - 0

**RECOGNITION OF VISITORS**

None

**REPORTS**

Financial Report - November 2022

- Chair Cyndi Robbins notes that there is \$41,000 left in the account.
- The November financial report includes a transaction for a renewal and the Committee is unsure what it is for.
- Recording Secretary Alex Sirois is going to email the finance director to ask for clarification.
- This report is tabled until next month.

Planning and Development Report

- The following business registrations were received by the Planning and Development Office since the last meeting.
  - Razzcal Enterprises, LLC, of 18 Levine Road, a Mineral Mining business.
  - R.L. Morrison Excavating, Inc. of 18 Levine Road, an Excavating Contractor.
  - Maine Street Barber Co., of 1251 Maine Street, a Barbershop.
- The following Applications were approved by the Planning Board since the last meeting:
  - The Town of Poland received Sketch Plan Approval for an expansion of the Ricker Memorial Library, at 1211 Maine Street.
- The following commercial building permits were received by the Code Enforcement Office since the last meeting:

- Lauren Veau submitted a permit to install new signs, at 1247 Maine Street. Project cost of \$0.

## **COMMUNICATIONS**

### Business After Hours Bill - Cyndi's Dockside

- This bill cannot be voted on because there are not enough members since Cyndi will abstain from the vote.
- Vice Chair Sheila thought it went very well. It helps to have it in November when things are slower. She also thinks that promoting the event on Facebook helped.
- Chair Cyndi Robbins says the Spring event is to be held at Fairlawn Golf Course. Next fall the event will be held at Poland Provisions.

## **OLD BUSINESS**

### CLUC Amendment/Subcommittee Formation

- Jim Seymour has provided a start to the amendments.
- Committee feels what has been presented, while incomplete, needs to be clarified and needs more work.
- Alex is going to relay these comments and see if Jim can attend the January meeting.

### Christmas In Poland/Parade

- Chair Cyndi Robbins will post the events on the CEDC Facebook.
- LA Metropolitan Chamber of Commerce is going to send an email out to their list promoting Christmas in Poland.
- Member Chrissy Kimball is not at the meeting but she was curious if the CEDC was going to pay for a float if she built/organized it.

## **NEW BUSINESS**

### Barber Shop Ribbon Cutting

- Chair Cyndi Robbins has spoken with the owner to organize the event. They are providing snacks and it will be set up as an open house.
- Member Mike Ellis suggests a small plaque to welcome them to Poland.
- The Committee will need scissors, ribbon, and possibly a balloon arch.
- The ribbon cutting will be on Saturday, January 7th.
- Vice Chair Sheila Foley will get a sign made for the front yard of the business. The Committee agrees this is a good idea and she should spend less than \$500.

### Business Recognition Award Press Release

- Recording Secretary Alex Sirois has sent a list of questions to the award winner and once they have been answered he will assemble a press release.

## **OTHER BUSINESS**

- Chair Cyndi Robbins informs all members of the Committee that bills should be sent directly to the finance department.
- Cyndi also explains to the Committee that there is a current issue that she is dealing with regarding the Range Pond Lake Association, and she is concerned it might cause a problem for the rest of the Committee if she continues as the Chair. She offers to resign if the rest of the Committee agrees that it is best for the town.
  - The rest of the Committee does not feel as though this is a problem, and does not feel that she needs to resign as Chair.
- Vice Chair Sheila Foley has someone willing to take over planning and coordinating the 2023 Winterfest. They will be establishing a committee to plan the event, and Sheila will attend the meetings.
- Cyndi asks if Recording Secretary Alex Sirois can send out the list of info needed from businesses for the website.

## **ADJOURNMENT**

The meeting adjourns at 7:35 pm.

Recorded by: ALS

Accepted on: January 5, 2023

# **REPORTS**

## Expense Detail Report

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

Account-----				Current			Unexpended
Date	Jrnl	Desc---		Budget	Debits	Credits	Balance
400 - TIFS				56,500.00	5,970.24	0.00	50,529.76
<b>07 - TIF 2</b>				<b>56,500.00</b>	<b>5,970.24</b>	<b>0.00</b>	<b>50,529.76</b>
6000 - TIFS				56,500.00	5,970.24	0.00	50,529.76
60 - CEDC				56,500.00	5,970.24	0.00	50,529.76
11/01/22	A 0333	ANNUAL RENEWAL			2,315.25	0.00	
11/01/22	A 0333	HERITAGE DAY			5,000.00	0.00	
11/15/22	G 0384	CEDC XFER TO XMAS POLAND			1,500.00	0.00	
11/23/22	P 0396	11/23/22 Payroll (Dist)			463.94	0.00	
		<b>November</b>		<b>0.00</b>	<b>9,279.19</b>	<b>0.00</b>	<b>41,250.57</b>
		<b>Object.....</b>		<b>56,500.00</b>	<b>15,249.43</b>	<b>0.00</b>	<b>41,250.57</b>
		<b>Expense.....</b>		<b>56,500.00</b>	<b>15,249.43</b>	<b>0.00</b>	<b>41,250.57</b>
		<b>Division....</b>		<b>56,500.00</b>	<b>15,249.43</b>	<b>0.00</b>	<b>41,250.57</b>
		<b>Department..</b>		<b>56,500.00</b>	<b>15,249.43</b>	<b>0.00</b>	<b>41,250.57</b>
<b>Final Totals</b>				<b>56,500.00</b>	<b>15,249.43</b>	<b>0.00</b>	<b>41,250.57</b>



# TOWN OF POLAND, MAINE

5148

-- A/P CHECK -- DATE 11/1/2022

PAYEE: 00264 CIVIC PLUS

CHECK 5148

WRNT	DESCRIPTION-----	REFERENCE-----	CREDIT	-DISC-	-AMOUNT-
0043	ANNUAL RENEWAL	245177	0.00	0.00	2,315.25



Poland

AMOUNT- \*\*\*\*\*2,315.25





# Invoice

CivicPlus LLC  
 NEW REMITTANCE ADDRESS  
 (FOR PAYMENTS ONLY)  
 CivicPlus  
 PO Box 1572  
 Manhattan KS 66505

#245177

12/1/2022

PO #

**Bill To**

Debbie Fitzpatrick  
 Town of Poland  
 1231 Maine Street  
 Poland ME 04274

**TOTAL DUE**

**\$2,315.25**

Due Date: 12/31/2022

Terms	Due Date	PO #	Approving Authority
Net 30	12/31/2022		

Qty	Item	Start Date	End Date
1	Annual Renewal Website Hosting & Support - CivicCMS	12/1/2022	11/30/2023

**Total** \$2,315.25

**Due** **\$2,315.25**

**EXPENSE AUTHORIZATION**

Date: 10/25/2022

Account: 400-07-6000-60

Signature: [Handwritten Signature]

Please submit payment via ACH using the details below. Please send notification of ACH transmission via email to [accounting@civicplus.com](mailto:accounting@civicplus.com).

Bank Name	Account Name	Account Number	Routing Number
KS State Bank	CivicPlus LLC	1046292	101101536

CivicPlus  
 302 S 4th St.  
 Suite 500  
 Manhattan KS 66502

**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	15,249.43	0.00	41,250.57
<b>07 - TIF 2</b>			<b>56,500.00</b>	<b>15,249.43</b>	<b>0.00</b>	<b>41,250.57</b>
6000 - TIFS			56,500.00	15,249.43	0.00	41,250.57
60 - CEDC			56,500.00	15,249.43	0.00	41,250.57
12/06/22	A 0391	CDEC		1,958.16	0.00	
12/22/22	P 0457	12/22/22 Payroll (Dist)		463.94	0.00	
		<b>December</b>	<b>0.00</b>	<b>2,422.10</b>	<b>0.00</b>	<b>38,828.47</b>
		<b>Object.....</b>	<b>56,500.00</b>	<b>17,671.53</b>	<b>0.00</b>	<b>38,828.47</b>
		<b>Expense.....</b>	<b>56,500.00</b>	<b>17,671.53</b>	<b>0.00</b>	<b>38,828.47</b>
		<b>Division....</b>	<b>56,500.00</b>	<b>17,671.53</b>	<b>0.00</b>	<b>38,828.47</b>
		<b>Department..</b>	<b>56,500.00</b>	<b>17,671.53</b>	<b>0.00</b>	<b>38,828.47</b>
<b>Final Totals</b>			<b>56,500.00</b>	<b>17,671.53</b>	<b>0.00</b>	<b>38,828.47</b>



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

January 3, 2023

Re: **December Planning and Development Report**

Dear Committee Members,

**No new business registrations were received by the Planning and Development Office since the last meeting.**

**No new applications were approved by the Planning Board since the last meeting:**

**The following commercial building permits were received by the Code Enforcement Office since the last meeting:**

1. Charles & Sheila Foley submitted a permit to build a 4,500 square-foot two-story type B retail building, at 1220 Maine Street. Project cost of \$750,000.

Sincerely,

Alex Sirois  
CEDC Administrative Assistant  
Town of Poland, Maine

# **COMMUNICATIONS**



**Cyndi's Dockside**  
 640 MAINE ST  
 Poland Spring, ME 04274 US  
 207-998-5008  
 cyndi@polandspringresort.com  
 www.dockside.me

# INVOICE

**BILL TO**

Town of Poland  
 Maine Street  
 Poland, ME 04274

**INVOICE #** 4612

**DATE** 11/11/2022

**DUE DATE** 12/11/2022

**TERMS** Net 30

DATE	ACTIVITY	QTY	RATE	AMOUNT
	<b>I FOOD SALES</b>	1	995.00	995.00T
	<b>Gratuity</b>	1	180.00	180.00
	Del Cushman			
	<b>I Misc Income</b>	1	260.34	260.34
	Raffle prizes			
	<b>I Misc Income</b>	1	193.22	193.22
	Award			
	<b>I Misc Income</b>	1	250.00	250.00
	AV equipment			

Thank you for your business!

SUBTOTAL	1,878.56
TAX (8%)	79.60
TOTAL	1,958.16
<b>BALANCE DUE</b>	<b>\$1,958.16</b>

FW: From Norm Karkos 107.5 Frank FM & 99.9 The Wolf

Matt Garside <mgarside@polandtownoffice.org>

Wed 1/4/2023 2:43 PM

To: Cyndi Robbins <psicyndi@gmail.com>; Poland CEDC <PolandCEDC@polandtownoffice.org>

📎 3 attachments (6 MB)

BM COVERAGE MAP copy 2.pdf; Binnie Media\_ Outdoor Digital Billboard\_MediaKit\_01.26.22 -2.pdf; NH BM COVERAGE MAP .pdf;

Hi Cyndi,

This just came in. I'm not sure if it relevant or not. If it is, you may want to discuss at the CEDC meeting tomorrow night.

Matt

Matthew Garside

Poland Town Manager

998-4601

mgarside@polandtownoffice.org

---

**From:** Norm Karkos <nkarkos@binniemedi.com>

**Sent:** Wednesday, January 4, 2023 2:25 PM

**To:** Matt Garside <mgarside@polandtownoffice.org>

**Subject:** From Norm Karkos 107.5 Frank FM & 99.9 The Wolf

Hello Matt,

Happy New Year and hope all is well in The Town of Poland. Wishing health and happiness along the way in 2023.

I have resided in neighboring New Gloucester since 1996, have worked alongside Cyndi Robbins on several projects over the years, and produced a video for your town's website in back in 2017.

Having said all that, I am a Marketing Consultant with Binnie Media, which includes 107.5 Frank FM; 99.9 The Wolf and 106.3 The Bone.

I wanted to introduce myself and inquire about possible helping the Town of Poland extend its marketing footprint during 2023!

Overall, our (5) Maine radio stations attract 200,000 weekly listeners; our (9) New Hampshire radio stations attract 187,000 weekly listeners; while our Digital Billboard, located along I-95 Greenland, NH attracts 1,024,000 weekly impressions to northbound traffic entering Maine.

Given I am incredibly familiar with the area, our intent is to promote the town as a great business friendly and four-season destination through reach and frequency.

I have a couple of local Poland-based business as clients; always looking to promote more businesses!

Also, our Binnie Media Digital Team provides in-house opportunities to extend digital platforms: SEO/PPC; Targeted Display; Google Ads; Geofencing; emailing; Website management; OTT/CTV, etc.

While many local vendors who place digital orders through a third-party in Los Angeles, India, Pakistan, etc., our team provides in-house services and real-time dashboard analytics.

Radio serves as a funnel for Digital; the two combine to be utilized as a multiplier.

Looking to see if you may like to further discuss. I live only a few minutes down the road and can meet at your convenience.

During the interim, please find attached PDF Binnie Media Coverage Map and Digital Billboard One-Sheet.

Thanks!

## Norm Karkos

Marketing Consultant



207-233-0687

[nkarkos@binniemediacom](mailto:nkarkos@binniemediacom)



### Binnie Media

30 Thomas Dr, Unit 4

Westbrook, ME 04092

[binniemediacom](http://binniemediacom)



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# NEW HAMPSHIRE

**95.3**  
**107.1**  
**The Wolf**  
#1 FOR NEW COUNTRY AND THE LEGENDS  
WXLF/WZLF

**WEMJ**  
**NEWS/TALK**  
107.3 FM 1490 AM  
WEMJ

**98.3** fm  
**Frank**  
WLNH

**WTPL**  
**NEWS/TALK**  
107.7 FM  
WTPL

**99.1**  
**THE BONE**  
REAL ROCK. KILLER CLASSICS.  
WNNH

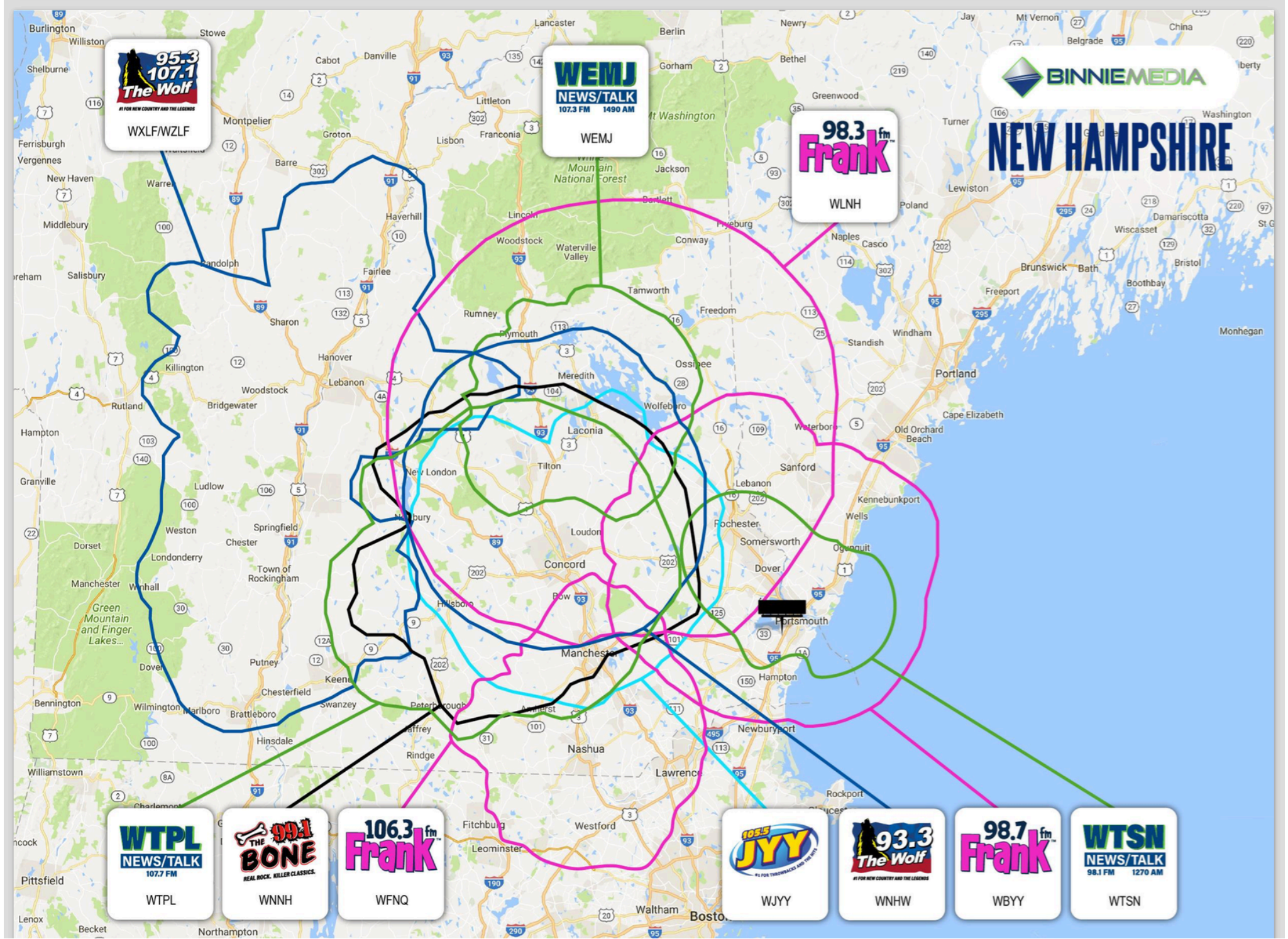
**106.3** fm  
**Frank**  
WFNQ

**105.5**  
**JYY**  
#1 FOR THROWBACK AND THE BEST  
WJYY

**93.3**  
**The Wolf**  
#1 FOR NEW COUNTRY AND THE LEGENDS  
WNHW

**98.7** fm  
**Frank**  
WBYY


**WTSN**  
**NEWS/TALK**  
98.1 FM 1270 AM  
WTSN



# REACH COMMUTERS AND TRAVELERS ON THE I-95 CORRIDOR BETWEEN MASSACHUSETTS AND MAINE!

*Delivering over*  
**1,023,744 impressions**  
*per week!*

**The only digital billboard on route I-95 in NH!**  
*Schedule down to the minute and make changes in just 24 hours!*

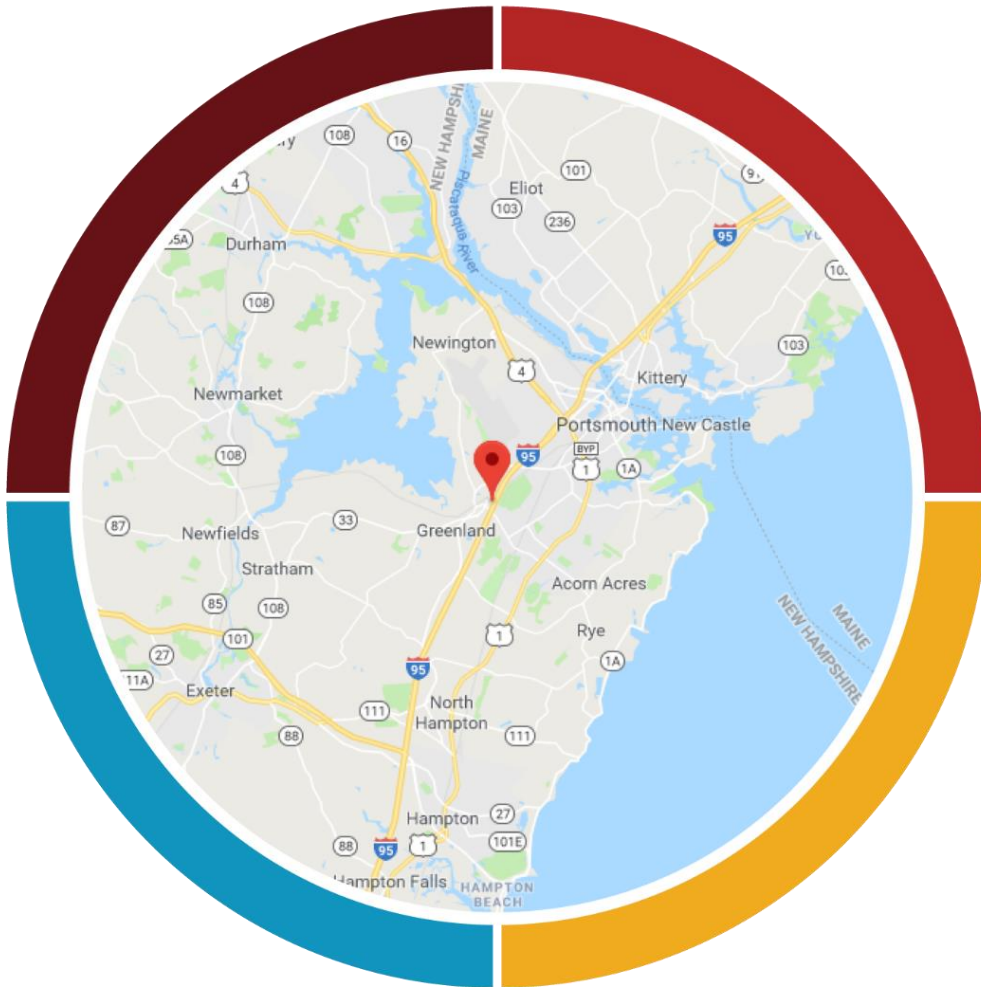


**geopath**

\*1,023,744 overall weekly impressions  
10 slides x 102,374 impressions per slide)  
Weekly metrics based on annual average

**BINNIEMEDIA**   
**OUTDOOR** 

# New Hampshire's ONLY Digital Billboard on I-95!



**I-95 Northbound between Exit 2 & 3**  
**5 Ocean Rd, Greenland, NH**

Map it: 43.044636, -70.816147  
Copy and paste Lat./Long. into browser

The Billboard delivers over

**1,023,744**

impressions per week!

*(Geopath, 2020)*

**\*540** times your Ad gets  
"DISPLAYED" each day!!

*(Geopath, 2020)*

10 slides are available, and  
each slide receives over

**102,374**

impressions per week

*(Geopath, 2020)*

geopath

\*1,023,744 overall weekly impressions  
10 slides x 102,374 impressions per slide)  
*Weekly metrics based on annual average*

BINNIEMEDIA  
**OUTDOOR**



- ✦ Size: **48' x 14'**
- ✦ Static images at all times *\*No video or moving images*
- ✦ Total of **10** slides in rotation
- ✦ Each slide is up for **15** seconds ***That's 2 hrs and 24 min per 24-hour period!***
- ✦ Slide duration cannot be adjusted
- ✦ Creative changes require min. 24 hours turnaround time
- ✦ The billboard is a model #OA19 with a 19mm pixel pitch
- ✦ File format: 1536x448px .JPG (72 DPI)



## Location Information:



- ✓ Facing Northbound Traffic
- ✓ Less than 400' from inside northbound travel lane
- ✓ Posted Highway Speed is 55 mph; at speed limit in contact zone = excellent dwell time
- ✓ Summer Months (during some hours more than 5,000 cars per hour pass the billboard) and speeds drop to less than 40 mph in the contact zone.

# Join the ranks of NH's Most Successful Advertisers

OPEN A LOAN AND YOU COULD  
**WIN TICKETS TO THE BIG GAME.**  
 FULL DETAILS AT:  
[ServiceCU.org/Gametime](http://ServiceCU.org/Gametime)  
NO PURCHASE NECESSARY TO WIN

SERVICE CREDIT UNION  
 \*\*\*\*\*

STONEWALL KITCHEN  
 Celebrating 30 Years!

STONEWALL KITCHEN  
 Celebrating 30 Years!  
 Wild Maine Blueberry Jam  
 CONCORDY CLASSIC  
 100% PURE & NATURAL

Integrity KITCHEN BATH  
 Located at the Stratham Circle  
 147 Portsmouth Ave  
[integritykb.com](http://integritykb.com)

Minutes Matter in an  
**EMERGENCY**

Portsmouth Regional Hospital  
[portsmouthhospital.com/ER](http://portsmouthhospital.com/ER)

CIRQUE DU SOLEIL  
**AUGUST 25 - 28**  
 VERIZON WIRELESS ARENA  
 — [CIRQUEUSOLEIL.COM/OVO](http://CIRQUEUSOLEIL.COM/OVO) —

VISA

**LIFE IS DIRTY.**  
 AT LEAST YOUR ENGINE'S CLEAN.

TriCLEAN Gasoline  
 TOP OIL TIER  
 CITGO FUELING GOOD

WHOLE FOODS MARKET  
**Now Open**  
 Portsmouth | Exit 5

CLEANSIDERATE AND SQUEAKY CLEAN  
 \$10 A MONTH  
[jam-at-gametime.com](http://jam-at-gametime.com)

THE **MIGHTIER** THE **MERRIER**  
**YETI** AT **KITTERY TRADING POST**

OPEN A LOAN AND YOU COULD  
**WIN TICKETS TO THE BIG GAME.**  
 FULL DETAILS AT:  
[ServiceCU.org/Gametime](http://ServiceCU.org/Gametime)  
NO PURCHASE NECESSARY TO WIN

SERVICE CREDIT UNION  
 \*\*\*\*\*

# Seasonal co-branded opportunities available-



# 13 Cycle Annual Schedule

**2022** Cycle 1: January 17<sup>th</sup> – February 13<sup>th</sup>  
**2022** Cycle 2: February 14<sup>th</sup> – March 13<sup>th</sup>  
**2022** Cycle 3: March 14<sup>th</sup> – April 10<sup>th</sup>  
**2022** Cycle 4: April 11<sup>th</sup> – May 8<sup>th</sup>  
**2022** Cycle 5: May 9<sup>th</sup> – Jun 5<sup>th</sup>  
**2022** Cycle 6: June 6<sup>th</sup> – July 3<sup>rd</sup>  
**2022** Cycle 7: July 4<sup>th</sup> – July 31<sup>st</sup>  
**2022** Cycle 8: August 1<sup>st</sup> – August 28<sup>th</sup>  
**2022** Cycle 9: August 29<sup>th</sup> – September 25<sup>th</sup>  
**2022** Cycle 10: September 26<sup>th</sup> – October 23<sup>rd</sup>  
**2022** Cycle 11: October 24<sup>th</sup> – November 20<sup>th</sup>  
**2022** Cycle 12: November 21<sup>st</sup> – December 18<sup>th</sup>  
**2022** Cycle 13: December 19<sup>th</sup> – January 15<sup>th</sup> (2023)  
**2023** Cycle 1: January 16<sup>th</sup> – February 12<sup>th</sup>  
**2023** Cycle 2: February 13<sup>th</sup> – March 12<sup>th</sup>  
**2023** Cycle 3: March 13<sup>th</sup> – April 9<sup>th</sup>  
**2023** Cycle 4: April 10<sup>th</sup> – May 7<sup>th</sup>  
**2023** Cycle 5: May 8<sup>th</sup> – Jun 4<sup>th</sup>  
**2023** Cycle 6: June 5<sup>th</sup> – July 2<sup>nd</sup>  
**2023** Cycle 7: July 3<sup>rd</sup> – July 30<sup>th</sup>  
**2023** Cycle 8: July 31<sup>st</sup> – August 27<sup>th</sup>  
**2023** Cycle 9: August 28<sup>th</sup> – September 24<sup>th</sup>  
**2023** Cycle 10: September 25<sup>th</sup> – October 22<sup>nd</sup>

**2023** Cycle 11: October 23<sup>rd</sup> – November 19<sup>th</sup>  
**2023** Cycle 12: November 20<sup>th</sup> – December 17<sup>th</sup>  
**2023** Cycle 13: December 18<sup>th</sup> – January 14<sup>th</sup> (2024)







# Maine



## Job postings

Nikki Pratt <npratt@polandtownoffice.org>

Fri 12/30/2022 9:43 AM

To: PolandCEDC <PolandCEDC@pdandtownoffice.org>

I have a lot of people coming in for assistance that are telling me that there is no one hiring within the area so they can't find a job. Is it possible maybe once a month for you guys to reach out to the local businesses and put together a list of who may be hiring with contact information that I can give out to the applicants who tell me no one is hiring. Or maybe forward me an email group that you have set up for local businesses when you guys send out anything business related so I can ask them once a month? I just find it hard to believe no one is hiring when I see Poland Spring Bottling, Dunkin, Subway, Family Dollar, Dollar General and a few others with posts stating they are hiring and it would be nice to be able to hand something out to these folks to help them out. And it is not a case where these people have been turned down from employment with these places they just simply state they didn't know they were hiring. Thanks in advance for any help you can give me with this.

*Nikki Pratt  
Deputy Town Manager  
Town of Poland*

**OLD BUSINESS**

## To be added in performance Standards

1. **508.30 Downtown District Design Standards** - In addition to all other applicable provisions of this ordinance, the following design standards shall apply in the Downtown District and in the Village 4 District to the construction of new non-residential structures, the expansion of existing non-residential structures and the conversion of residential structures to non-residential use.

**A. Application Review** The following design standards are applicable to all new and expanded non-residential structures and residential structures that are converted to non-residential use. The applicant shall submit a site plan that demonstrates to the satisfaction of the applicable Planning Authority of either the Planning Board or the Planning Staff (Code Enforcement Officer and Planner) that the project will comply with this standard. Such plans shall be completed by the applicant, or qualified designer, or design professional, with architecture or site/building/ landscape design expertise. The Planning Authority shall review the Downtown design Standards narrative and Plans and approve based on the following points system method. If the Planning Authority determines, because of particular circumstances of the property, that a third party review of the Downtown Design Standards would help achieve the purposes of this ordinance, the reviewing authority may require review and endorsement of such plans by the a third party qualified in architecture, site planning or landscape architecture design, or a State of Maine Professional Engineer or Architect to conduct such review, the cost of which shall be borne by the Applicant.

### a. Point System

The **Planning Authority, (Planning Staff or Planning Board)** shall approve the portion of a site Plan application where the Downtown Design Standards are required, if the applicant meets or exceeds forty (40) points based on the following point schedule. The applicant will need to meet a minimal of six (6) points from each or the five categories that apply in the Downtown Design criteria, which are 1.) Building Architecture Design, 2.) Landscaping, 3. Parking Provisions, 4. Pedestrian Accessibility, and 5 Utilitarian Areas.

The applicant shall submit a written narrative, building plans (profile views), and site plan of the proposed lot and use showing how each of the following point credits, or deductions apply to the proposed development.

The Narrative shall provide detail discussion of how the requested requirement comply with Section 508.30, and give approximate description, locations and dimensions of each measure and how it meets the applicable score or 1, 2, or 3 points per item or if the design cannot meet certain criteria and loses points where such a penalty is indicated within the scoring criteria. Additionally, the applicant will need provide the final point tally breakdown on the final site plan approved by the Planning Authority.

Points will be determined by the Scoring criteria listed below:

### b. Point Scoring Criteria

## Building Architecture Design

### 1. Roof Pitch requirement (based on % of roof area meeting the requirement

(choose one that applies)

+1 pt. for 50-74% of total roof area meeting pitch recommendations,

+2pts 75-95%, of total roof area meeting pitch recommendations,

+3pts, >95% of total roof area meeting pitch recommendations,

-2 pt. for less than 50% of roof area meeting pitch requirements

### 2. Overall Color =Facade Meeting the requirement

(choose one that applies)

+ 1 pt. for 50-74% of total facade meeting color recommendations,

+ 2pt for 75-100% of total facade meeting color recommendations,

-3 pts for use of reflective or obtrusively bright colors for more than 10% of façade

### 3. Materials requirement based on % of facade area meeting the requirement

(choose one that applies)

+ 1 pt for 50-74% of total facade meeting material recommendations,

+ 2pt for 75-100% of total facade meeting material recommendations

### 4. Architecture (based on % of structure façade meeting the requirement)

(choose one that applies)

-1 pts 0-24%,

0 pts- 25-49%,

1pt 50-74%,

2pts 75-95%,

3pts, >95%

### 5. Public Street View (based on portion of front façade that incorporates an architectural feature across the horizontal length.

(choose one that applies)

+2 pts for multiple dormers, awnings, or architectural projections that break up front street facing façade

+2 pts for meeting minimum recommendation of architectural feature across a horizontal street front facing length of structure

+1 pt. for meeting minimum recommendation of architectural feature across a horizontal length of structure not facing the front but visible from public street view

## Landscaping Design

### 1. Tree Plantings in Front Yard spaced across road frontage.

**(choose one that applies)**

+2pts based on street trees planted on count of 1per every 50 ft of street front on property

+1 pt. based on street trees planted on count of 1per every 100 ft of street front on property

+3pts based on street trees planted on count of in excess of 1 per every 50 ft of street front on property

-2 for planting of no street trees

### 2. Foundation Plantings: based on % of foundations horizontal distance – entrance openings meeting the requirement)

**(choose one that applies)**

-1 pts 0-24%,

0 pts- 25-49%,

1pt 50-74%,

2pts 75-95%,

3pts, >95%

### 3. Seasonal planters (based on portion of building façade horizontal distance facing public street or parking lot meeting the same requirement)

**(choose one that applies)**

+2 pt. for (1 planter per 50 ft of front facing facade)

+1 pt. for (1 planter per 100 ft of front facing facade)

**(Bonus)** +1 pt. for (1 planter per 100 ft of parking lot facing facade, in in public view.

**4. Side Rear Buffering based on % of required structural setback used for buffer**

**(choose one that applies)**

+3pts if all side-yard setback is retained in landscape/natural buffer,

+2pts if 50-75% side-yard setback is retained in landscape/natural buffer

+1 pt., if 25-49 % side-yard setback is retained in landscape/natural buffer.

**-2 pts if no buffer at all is retained alongside line.**

+1 pt. Stockade screening fence along entire side to screen from neighbor's view at ground level

**5. Screening Outdoor Storage (pts based on materials used)**

**(choose one that applies)**

+3 pts if areas are completely screened using Landscape buffer and traditional fencing from public view

+2 pts if areas are completely screened using Landscape only or traditional fence material only from public view

+1 pt. if Chain-link black vinyl fence is used to screen/secure storage areas from public view

**(Bonus)** +1 pt. if entire perimeter of stored area is enclosed

**Parking Provisions:**

**1. Minimization of parking areas (pts based on parking required per town Ordinance vs parking designed per demand.**

**(choose one that applies)**

+2 pts for onsite parking spaces provide meeting minimal requirements

+1 Pt for parking for onsite parking spaces provide meeting minimal requirements but no more than 20% increase based on approved parking demand.

**2. Shared Parking Arrangement (choose those that apply)**

+ 1pt for every 10 spaces shared with another abutting property parking lot, (max of 3pts allowed)

**3. Designed with Internal Islands (choose those that apply)**

+ 1pt for every 200 SF of area in green/landscaped island (1 parking space equivalent)-3 points max)

**4. Limiting front yard parking**

**(choose one that applies)**

+2pts when 50 % of onsite parking is located behind structure front,

+3 pts when all parking is totally behind the structure rear

**5. Stormwater BMP's designs**

**(choose one that applies)**

+ 1 pt. if treatment measure is used to collect sediment/forebay

+1 pt. if 50 % Of paved areas is treated with DEP approved BMP (vegetative buffer/ infiltration/ pond)

+2 pts if 80% of paved areas are treated with an approved BMP, or site has acquired a Maine DEP Stormwater Management Permit meeting Chapter 500 standards (Phosphorus or TSS)

**Pedestrian Access:**

**1. Entrances (Choose if applies)**

+1pt for direct access / walking route from parking lot to access door with pavement. concrete or brick or hard surface equivalent.

**2. Interconnectivity (Choose those that apply)**

+ 2 pt. for interconnectivity of pedestrian paths, walks, trails to adjoining property or other public access.

+1 pt. for direct access to public sidewalk or street for pedestrian use

**3. Sidewalks and Walkways: (Choose those that apply)**



- + 1 pt. for use of private sidewalk or walkways along min. portion of side and or front of structure (overall access length must be equal to ½ building front façade length).
- +2 pts for use of private sidewalk or walkways along min. portion of side and or front of structure (overall access length must be equal to building front façade length).
- +2 pts for construction of public sidewalk or walk for public use along ½ street front.
- + 3 pts for construction of public sidewalk or walk for public use along entire length of street frontage

**4. Safety and Security (Choose those that apply)**

- +1 pt. for use of security measure installed for a public accessed or entrance area
- + 1 pt. for security measure installed to cover parking lot

**5. Bicycle Access (choose if it applies)**

- +2 pt. for installation of onsite bicycle rack, or location to secure patron bicycles

**Utilitarian Areas**

**1. Utility Installation Minimization**

**(choose 1 that applies)**

- +2pt for installing below ground utilities to serve structure
- + 1pt for minimizing overhead utilities (rear of building connection, reduce lengths of overhead wires)

**2. Solar or Alternative Energy Provisions (Choose those that apply)**

**(choose those that that applies)**

- +1pt for using solar device to provide power for onsite operations
- + 2 pt. for installation of solar panels on roof top conforming to Building Architecture pitch
- +1 for installation of Solar panels on property, such it is located behind the structure or in rear yard
- +1 for other alternative energy provisions which are screened at ground level from public view (geothermal, heat pumps, wind)

**3. Loading Docks –**

**(choose one that applies)**

+2 pt. for locating loading dock to the rear facing wall of the structure or that it is behind sidewall of structure

+1 pt. for loading dock to be located at the rear side of structure/ or projects out from building side.

**4. Street lights**

**(choose those that that applies)**

+ 1 pt. for use of full cutoff with LED or equivalent light fixture

+ 2 pt. for use if avg light poles heights are less than 16 ft in height AGL

+1 pt. for use if avg light poles heights are less than 25ft height AGL

+ 1pt for utilization of timers/dimmers to reduce light levels or turn ff after hours of operation.

**5. Dumpsters/Compactors/Generators**

**(choose those that that applies)**

+ 2 pts to locate trash removal facilities to rear of property and fully screen with both allowed fencing materials and landscaping from public and neighbor view

+ 1 pt. to locate trash removal facilities to rear of property and fully screen with allowed fencing materials from public and neighbor view

+1 for fully enclosed backup generator sources that meet provide noise reduction measures or meets noise standards

**c. Alternate Means of Calculation:**

In those cases where the Planning Authority determines that use of the points system is inadequate to evaluate a specific feature or item for the purposes of meeting the intent of the Downtown Design Standards, or otherwise determines that because of particular circumstances of the property other provisions can be offered, the Planning Authority may assess conformance with a specific standard and assign a separate point not to exceed 2pts based on compatibility in the Downtown Districts.

FOR IMMEDIATE RELEASE

Town of Poland, Maine  
Community & Economic Development Committee  
1231 Maine Street  
Poland, Maine 04274



January 4, 2023

## THE DIRT STORE NAMED THE TOWN OF POLAND 2022 BUSINESS OF THE YEAR

The Poland Community and Economic Development Committee is pleased to announce that The Dirt Store has been selected as the Town of Poland 2022 Business of the Year.

The Dirt Store—located at 112 Mechanic Falls Road in Poland, Maine—is more than just what the name says it is.



Owner Jeff Morin moved to Poland as a young adult from Lewiston, Maine, and has since found the town and community within it to be all the reason to stay. After discovering a knack for sales and delivery in his teens, Morin graduated to trucking and excavation soon after living on his own. This experience led him to go self-employed with his first business, J.M. Morin Trucking, in 2000. Just a few years later, he started J.M. Morin Earthworks, Inc. in 2003, and officially incorporated the business in 2013.

Having been jokingly referred to as “The Dirt Store” for years, Morin tells us, when it officially came time to name the retail location in 2021—the answer was obvious. The Dirt Store, as one would expect, specializes in, well—dirt. Garden soil, super soil, compost, bark mulch, sand, gravel, and more are offered to those looking to complete home & construction projects of all shapes and sizes.

*“We love that our customers range from experienced contractors who need materials for their customers to great-great-grandmothers who need mulch for their churches. We treat them all like friends (many of them become friends!) and enjoy seeing people come back project after project, year after year.”*

*-Jeff Morin, President of J.M. Earthworks Inc, & The Dirt Store*

Having had a history of being close with his family and their family-run businesses growing up, Morin says that The Dirt Store is very much a “family-oriented business.” Many of the team members there have been family members and those who are not are treated as though they always have been. “Employees are one of the most important aspects of this business; they are not just team players but true ‘Dirt Store’ and community advocates.”

And as a result, the staff at The Dirt Store delivers excellent, knowledgeable customer service. They pride themselves on helping their fellow community members with their projects, no matter the season, and make informed decisions when necessary to ensure the customer is on the best path toward success. This has led to long-lasting friendships among Dirt Store employees and the community they serve year-round. “Even those who have retired or moved on have remained friends and stop in frequently.”

The Dirt Store donates materials to local school groups (fundraisers, school gardens, community projects), as well as many non-profit organizations such as churches, summer camps, trail clubs, nutrition centers, and more. Most recently the business sponsored the Town of Poland’s Christmas tree for the Christmas in Poland festivities.

The Dirt Store is open Monday through Friday, 8:00 am to 4:30 pm, 8:00 am to 12:00 pm on Saturdays, and is closed on Sundays. They can be contacted directly at (207) 689-3478, or at [jmmorin.com](http://jmmorin.com).



###

**NEW BUSINESS**

Fwd: Need a Last Minute Write Off?

CYNDI <Cyndi@polandspringresort.com>

Sat 12/31/2022 8:48 AM

To: Poland CEDC <PolandCEDC@polandtownoffice.org>

add this to the agenda

Cyndi Robbins

Innkeeper

Poland Spring Resort

640 Maine Street

Poland Spring, ME 04274

(207) 998-4351 Reservation Office

www.polandspringresort.com

Cyndi@polandspringresort.com

Begin forwarded message:

**From:** Dow Media LLC <travis@dowmediallc.com>

**Subject:** Need a Last Minute Write Off?

**Date:** December 31, 2022 at 8:43:52 AM EST

**To:** Cyndi Robbins <Cyndi@polandspringresort.com>

**Reply-To:** Dow Media LLC <travis@dowmediallc.com>

## Get a Return on your Write Off

### Need a write-off? Check out our opportunities

Hi Cyndi, Travis Dow with Dow Media here and I hope you've had a great 2022! The Maine Business to Business Trade Show is returning to the Norway Savings Bank Arena on May 18th, 2023 and I'd love to have you involved

We have booth options that you can write off as advertising expenses and high-impact sponsorship packages for larger write-offs and bigger exposure. All packages include booth space

### **Big Exposure Opportunities:**

**Exclusive Presenting Sponsor Package \$7500:** The Maine Business to Business Trade Show presented by YOU. [Secure it Now Online ->](#)  
[Learn More ->](#)

**Visionary Sponsor Package \$5000:** Level 1 Exposure across all platforms and high-traffic booth locations. [Book it Now ->](#) or [Learn More ->](#)

**Leader Sponsorship Package \$2500:** Logo exposure across most advertising, VIP Lunch spots and high-traffic booth locations [Book it Now ->](#) or [Learn More ->](#)

**VIP Lunch Sponsor \$2000:** Name highlighted in most marketing and exposure to key person VIP's  
[Book it Now ->](#) or [Learn More ->](#)

**Cocktail Sponsor \$2000:** Opening remarks at the Cocktail hour, banner placement logo placement, and booth exposure. [Book it Now ->](#) or [Learn More ->](#)

**Get Max Exposure to Business Owners, Leaders and Decision makers with one of our sponsorship packages.**

## Other enhanced Packages are Available

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