

**COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE  
THURSDAY, FEBRUARY 10, 2022  
6:30 PM - TOWN OFFICE CONFERENCE ROOM**

**MEETING MATERIALS**

**Community & Economic Development Committee**  
**Thursday, February 10, 2022**  
**6:30 PM - Town Office Conference Room**

**AGENDA**

**CALL TO ORDER**

**MINUTES**

December 9, 2021

January 6, 2022

**RECOGNITION OF VISITORS**

**REPORTS**

Financial Report - December 2021

Financial Report - January 2022

Planning and Development Report

**COMMUNICATIONS**

Resignation of Chair Jennifer Letourneau

**OLD BUSINESS**

Budget

Explore + Discover Guide

Downtown Design Standards

**NEW BUSINESS**

Winterfest

Website

CEDC Goals

Spring 2022 Business After Hours

Spring 2022 Race

Welcome Packet

**OTHER BUSINESS**

**ADJOURNMENT**

# MINUTES

**Community & Economic Development Committee**  
**Thursday, December 9, 2021**  
**Town Office Conference Room - 6:30 PM**

**MINUTES**

**CALL TO ORDER**

The Poland CEDC meeting for December 9, 2021, was called to order at 6:32 pm, by Chair Jennifer Letourneau. The Chair, as well as members Cyndi Robbins, Sheila Foley, Norm Davis, Raymond Cloutier, Stacey Bsullak, and Chrissy Kimball, are present. Alternate Bill Eldridge is absent.

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

**MINUTES**

November 4, 2021

- Vice-Chair Cyndi Robbins makes a motion to accept the minutes for November 4, 2021, as presented, seconded by Member Sheila Foley. No discussion.

VOTE:            YES - 4                      NO - 0                      ABSTAINED - 1 (S. Bsullak)

**RECOGNITION OF VISITORS**

**REPORTS**

Financial Report

- Vice-Chair Cyndi Robbins makes a motion to accept the financial report, seconded by Member Norm Davis. No discussion.

VOTE:            YES - 6                      NO - 0

Planning and Development Report

- No new businesses were registered by the Planning and Development Office since the last meeting.
- No new Site Plan Applications were approved by the Planning Board since the last meeting:
- The following commercial building permits were issued by the Code Enforcement Office since the last meeting:
  - Brenda Merritt received approval to install a new sign at 1484 Maine Street, with a cost of work totaling \$5,000.
  - RSU 16 received approval to install an 8' x 40' storage container to store drama equipment at 1457 Maine Street, with a cost of work totaling \$5,981.00.
  - Fairlawn Golfcourse received approval to renovate their existing structure at 388 Empire Road, with a cost of work totaling \$15,000.

## **COMMUNICATIONS**

### Downtown Design Standards Memo

- Vice-Chair Cyndi Robbins suggests adding in her meeting with Amy in May.
- Member Sheila Foley thinks the mission statement needs some tweaking. The goal of the CEDC is to make sure there is a certain appearance upheld but to still allow for some creativity that will enhance the town.
- The Committee has until December 16th to send any amendments to the letter to Alex.
- The Planning Board will be invited to the January 6th meeting for a joint workshop.

### Board of Selectpersons Meeting with CEDC - December 21, 2021

- Chair Jennifer Letourneau will attend the Selectboard's December 21, 2021, meeting to discuss the proposed CEDC budget.

### Letter to the Board of Selectpersons

- Selectboard Member Nate McNally takes a moment to address the minutes from the previous meeting. He has missed a few meetings due to sickness and other things that came up. He asks that if there is a problem that you reach out to him directly. If the Committee does not feel he is filling the liaison position correctly someone else can. Nate chose this committee because he is interested in seeing the town grow. In the future, if he is unable to make the meeting he will let us know.
  - Vice-Chair Cyndi Robbins apologizes to Nate that they did not reach out to him first and he read their frustrations in the minutes. The Committee is just frustrated, not with Nate specifically, but the Town in general. We take the CEDC very seriously and feel as though we are not being respected. Our job is to make recommendations to the Selectboard and it is hard to do that if we are out of the loop.
  - Sheila Foley informs Nate that in her opinion the CEDC sees him as their only ally to have their voice heard. We need someone to hear us and you are that person.
- Nate McNally did email the Town Manager about the lake protection budget item because he too does not see the immediate connection there.
- There is some discussion on the confusion of how the TIFs work and how the funds can be used. Nate suggests that the CEDC come to the Selectboard to discuss these things directly. One of the concerns the CEDC has is the plan for the TIF drawdown. They have not been included in the discussion for how that will play out. Cyndi reminds the Committee that when the sewer project was approved they were supposed to receive a report with the numbers post project but they have not received anything.
  - Nate hears the Committee's concerns and he will talk to the other Selectboard members.

## **OLD BUSINESS**

### Budget

- Vice-Chair Cyndi Robbins informs the Committee that they will need to remove \$1,500 from something in order to make up the needed difference for staff benefits (taxes).
- The Committee agrees to remove the needed amount from the events line.
- Chair Jennifer Letourneau asks if anyone knows why we are paying for lake protection and can even be paid for by the TIF.
  - Selectboard Liaison Nate McNally is not sure, but there should be minutes from a Selectboard meeting to support the decision.
- Chair Jennifer Letourneau will attend the Selectboard's December 21, 2021, meeting to discuss the proposed CEDC budget.

### Christmas Parade

- Vice-Chair Cyndi Robbins informs the Committee that the Christmas parade went well despite it being very cold. She thinks it should be done again next year.

## **NEW BUSINESS**

### Bill Eldridge

- At the September 9, 2021, meeting, the Committee decided to remove Alternate Bill Eldridge from the Committee due to inactivity. No motion was made so this is on the agenda as a formality.
- Member Sheila Foley makes a motion to suggest the Selectboard remove Bill Eldridge from the CEDC since he has not made a meeting for over a year, seconded by Member Chrissy Kimball. The CEDC thanks Bill for his service to the Town.

Vote:            YES - 6                    NO - 0

## **OTHER BUSINESS**

### Winterfest

- Vice-Chair Cyndi Robbins would like to start brainstorming this idea. We could have a dogsled race, toboggan, ice bar, etc.

### Senior Housing

- Chair Jennifer Letourneau recaps the news that this project has been stopped. In July the Committee with tasked with looking into affordable housing in Poland. Is the Town able to buy land and develop it?
  - Member Sheila Foley is wondering if anyone knows why the senior housing project has been stopped.
    - Cyndi heard it was due to increased building costs.

- Member Norm Davis suggests reaching out to some commercial realtors to let them know we are here. It might be helpful to see what they are hearing or why lots/buildings are not selling.
  - Cyndi suggests reaching out to the company that bought the Poland Crossing plaza and maybe inviting them to a CEDC meeting.

### **ADJOURNMENT**

The meeting adjourns at 7:45 pm.

Recorded by: ALS

Accepted on: February 10, 2022.

**Community & Economic Development Committee**  
**Thursday, December 9, 2021**  
**The Lodge at Poland Spring Resort - 6:30 PM**

**MINUTES**

**CALL TO ORDER**

The Poland CEDC meeting for January 6, 2022, was called to order at 6:36 pm, by Vice-Chair Cyndi Robbins. The Vice-Chair, as well as members, Sheila Foley and Stacey Bsullak, are present. Chair Jennifer Letourneau, members Raymond Cloutier, Norm Davis, Chrissy Kimball, and Alternate Bill Eldridge are absent. The Chair is attending the Budget Committee meeting which was scheduled for the same day/time. The minimum quorum is four members, so no votes will be taken at this meeting.

**Public Attendance:** Recording Secretary Alex Sirois, Code Enforcement Officer Scott Neal, and Planning Board member Cheryl Skilling.

**WORKSHOP**

Downtown Design Standards Workshop with the Planning Board

- Vice-Chair Cyndi Robbins welcomes Code Enforcement Officer Scott Neal and Planning Board Member Cheryl Skilling. She reminds them that the Committee's goal is to make Poland more business-friendly. She also informs them that one of the most significant proposed changes was something Scott suggested, which is treating both downtowns differently. She also reiterates that the CEDC was tasked with reviewing these standards.
- Member Sheila Foley briefly recaps the Committee's progress with Amy Segal from Sebago Technics. A major point of discussion is looking at possible changes that might make the Town more attractive in the long run. After studying the Downtown Design Standards the Committee learned Poland is pretty restrictive compared to other towns of similar size. She explains how other towns have a more liberal approach and use guidelines as opposed to standards. The Committee thinks Poland could benefit from using a combination of both. Another useful item other towns are using is photos of specifics directly in the ordinance, making it easier to interpret and understand. She shares that she recently met with her engineer for an upcoming project she will be doing, and they found the standards challenging to follow, specifically with regard to landscaping requirements. Basically, she thinks the downtown design standards need more flexibility.
  - Scott Neal informs her that landscaping can be waived. Some of the downtown design standards can be waived and some can't. He is concerned that the proposed language "strongly encourage" doesn't carry much weight. If a designer is given the option to meet a standard they are not going to do it. They often take the cheapest option. The use of shall and should is pointless, in his opinion.



- Code Enforcement Officer Scott Neal informs the Committee that he has only had two complaints about the standards since he started working for Poland.
- Cheryl Skilling suggests amending the standards so that it is more use-dependent. For example, maybe a school doesn't need a pitched roof. She also suggests waivers dependent on building size.
  - Code Enforcement Officer Scott Neal suggests leaving the standards as is but allowing the Planning Board to grant waivers for all of them.
- Vice-Chair Cyndi Robbins is all for keeping Poland, Poland, but she doesn't want to see businesses scared away because of excessive requirements or intimidating rules. The process needs to be easier and simpler. She agrees with Sheila and thinks photos or diagrams will make a big difference in making the standards easier for the average person to understand.
  - Cheryl Skilling likes the idea of using photos in the standards.
  - Scott Neal thinks that most designers and architects do not have a problem understanding the standards.
    - Cyndi is concerned that a small "mom and pop" style business might not make it to the point of hiring an architect or engineer in Poland because the standards are too difficult to grasp. Cyndi wants to make it clear that she wants to make it easier for smaller local businesses to establish and grow in Poland.
- Member Sheila Foley also states that Amy also mentioned the idea of slimming the standards down to reduce the amount of time it takes for a professional to create a plan that meets all of the requirements. This would cost the applicant, and businesses less money.
  - Code Enforcement Officer Scott Neal asks why Amy Segal didn't draft possible changes to the standards.
    - Sheila informs him that she asked the Committee to begin to create notes on what they would like to focus on for changes before she spent time making amendments. She would use the Committee's ideas to start a draft of what she would suggest for changes. We have not reached that point yet.
    - Recording Secretary Alex Sirois reminds the Committee that he did discuss the next step with Amy and she had suggested transitioning the project to Jim Seymour and the Planning Board for amendment drafting.
- Planning Board Member Cheryl Skilling does not think the current standards allow for a lot of variation. She has felt this way since she joined the Planning Board. She does not think that traditional New England-style architecture allows for a lot of variation and creativity. She does not think what is currently being done is working. She has been in Poland for thirty years and the downtown is virtually unchanged. She would like to see some changes.
  - Code Enforcement Officer Scott Neal thinks this is due to the lack of sewer in the downtown area of town.
- Member Sheila Foley informs Cheryl and Scott that the Committee is exploring some other ideas for lighting and beautification of the downtown.

- Member Sheila Foley asks Cheryl and Scott if they feel they have a better understanding of what the CEDC is looking for, and they both say yes.
- Vice-Chair Cyndi Robbins asks what the next step is. She is wondering if Cheryl can bring this back to the Planning Board and see if a follow-up workshop can be scheduled, maybe with better attendance.
  - Cheryl thinks it needs more attention, and the more people involved, the better.

## **MINUTES**

December 9, 2021

- Due to a lack of quorum, the minutes for December 9, 2021, will be voted on at the next meeting.

## **RECOGNITION OF VISITORS**

None

## **REPORTS**

Financial Report

- Due to a lack of quorum, the financial report for December will be voted on at the next meeting.

Planning and Development Report

- No new businesses were registered by the Planning and Development Office since the last meeting.
- No new Site Plan 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:
  - Fairlawn Golf Course submitted a permit application to install a new hood system at 388 Empire Road with an estimated construction cost of \$23,100.

## **COMMUNICATIONS**

None

## **OLD BUSINESS**

Budget

- The Chair Jennifer Letourneau is presenting the CEDC budget and the Budget Committee meeting this evening.

## **NEW BUSINESS**

Explore + Discover Guide

- Vice-Chair Cyndi Robbins reminds the Committee that the CEDC did an ad last year, and she thinks it is a great idea to remind everyone that Poland is a place to visit.
- Due to a lack of quorum, this agenda item will be voted on at the next meeting.

## **OTHER BUSINESS**

### February Meeting Location

- The Budget Committee may still be meeting in the conference room for the regularly scheduled February meeting date. The Committee will need to find a new location or a new date.
  - The present members decide to hold the meeting on the following Thursday, February 10, 2022, in the town office conference room.

### Snowshoe Event

- Member Sheila Foley would like to do a full moon snowshoe event in February, possibly Saturday the 12th, at Poland Spring Resort.
- Vice-Chair Cyndi Robbins thinks this is a great idea. She can do hot chocolate and find someone to make cookies.
- Member Stacey Bsullak suggests a fire.
- Sheila is wondering if they might be able to find someone to donate skis/snowshoes.
  - Cyndi suggests meeting with Scott Segal.
- Cyndi's only concern is parking.
- Sheila suggests starting sledding around 3 pm.
- The event will be promoted via Facebook. Sheila suggests creating a banner similar to heritage day.
- Sheila suggests reaching out to the football boosters or project grad.

## **ADJOURNMENT**

The meeting adjourns at 7:43 pm.

Recorded by: ALS

Accepted on: February 10, 2022.

# REPORTS

## Expense Detail Report

Department(s): E 401-01-5650 - E 401-01-5650  
December

Account-----				Current			Unexpended
Date	Jrnl	Desc---		Budget	Debits	Credits	Balance
401 - PSB TIF 2 FUNDS				56,500.00	11,092.99	0.00	45,407.01
<b>01 - PSB TIF 2</b>				<b>56,500.00</b>	<b>11,092.99</b>	<b>0.00</b>	<b>45,407.01</b>
5650 - CEDC EXPENSE				56,500.00	11,092.99	0.00	45,407.01
12/07/21	A 0295	PROF. SERV.			421.00	0.00	
12/09/21	G 0315	7/2-12/9 2021 P/R Taxes			168.35	0.00	
12/09/21	G 0315	7/2-12/9 2021 W/C			58.00	0.00	
12/23/21	P 0339	12/23/21 Payroll (Dist)			440.17	0.00	
<b>December</b>				<b>0.00</b>	<b>1,087.52</b>	<b>0.00</b>	<b>44,319.49</b>
<b>Expense.....</b>				<b>56,500.00</b>	<b>12,180.51</b>	<b>0.00</b>	<b>44,319.49</b>
<b>Division....</b>				<b>56,500.00</b>	<b>12,180.51</b>	<b>0.00</b>	<b>44,319.49</b>
<b>Department..</b>				<b>56,500.00</b>	<b>12,180.51</b>	<b>0.00</b>	<b>44,319.49</b>
<b>Final Totals</b>				<b>56,500.00</b>	<b>12,180.51</b>	<b>0.00</b>	<b>44,319.49</b>

**Expense Detail Report**  
 Department(s): E 401-01-5650 - E 401-01-5650  
 January

Account-----			Current			Unexpended
Date	Jrnl	Desc---	Budget	Debits	Credits	Balance
401 - PSB TIF 2 FUNDS			56,500.00	12,180.51	0.00	44,319.49
<b>01 - PSB TIF 2</b>			<b>56,500.00</b>	<b>12,180.51</b>	<b>0.00</b>	<b>44,319.49</b>
5650 - CEDC EXPENSE			56,500.00	12,180.51	0.00	44,319.49
01/18/22	A 0376	SERVICES		2,400.00	0.00	
01/27/22	P 0391	01/27/22 Payroll (Dist)		440.17	0.00	
		<b>January</b>	<b>0.00</b>	<b>2,840.17</b>	<b>0.00</b>	<b>41,479.32</b>
		<b>Expense.....</b>	<b>56,500.00</b>	<b>15,020.68</b>	<b>0.00</b>	<b>41,479.32</b>
		<b>Division....</b>	<b>56,500.00</b>	<b>15,020.68</b>	<b>0.00</b>	<b>41,479.32</b>
		<b>Department..</b>	<b>56,500.00</b>	<b>15,020.68</b>	<b>0.00</b>	<b>41,479.32</b>
<b>Final Totals</b>			<b>56,500.00</b>	<b>15,020.68</b>	<b>0.00</b>	<b>41,479.32</b>





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

February 8, 2022

Re: **January Planning and Development Report**

Dear Committee Members,

**The following new businesses were received by the Planning and Development Office since the last meeting:**

1. Grant Virtual Services, a virtual service business, located at 768 Bakerstown Road.
2. Harris Hill Automation, LLC, a robotics and automation business, located at 31 Hotham Lane.

**The following Site Plan Applications were approved by the Planning Board since the last meeting:**

1. Poland Landco, LLC (Camp Northstar) received sketch plan approval to build four new bunkhouses and a new septic system, at 200 Verrill Road.
2. Charles and Sheila Foley received site plan approval to build a new cafe/market, at 1220 Maine Street.
3. Poland Landsco, LLC (Camp Northstar) received site plan approval to build four new bunkhouses and a new septic system, at 200 Verrill Road.

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

1. Poland Spring Resort submitted a permit application to install 9 new mini golf holes at 543 Maine Street with an estimated construction cost of \$42,755.
2. U.S. Cellular/Mastec Network Solutions submitted a permit application for additions/alterations to antennas, radios, and other ancillary communications equipment at 292 Summit Spring Road, with an estimated construction cost of \$15,000.
3. Poland Landco, LLC (Camp North Star) submitted a permit application to install four new bunk houses at 200 Verrill Road.

Sincerely,

Alex Sirois  
CEDC Administrative Assistant  
Town of Poland, Maine



# **COMMUNICATIONS**

## CEDC

Jennifer Letourneau <jenniferletourneau8@gmail.com>

Thu 2/3/2022 8:18 AM

To: Poland CEDC <PolandCEDC@polandtownoffice.org>

Cc: Cynthia Robbins <crobbins@fairpoint.net>

Good morning Alex,

I want to reach out and let you know that I will not be able to continue as part of the CEDC due to other commitments taking up more of my time and attention. I was trying to make it until the end of the fiscal year however I am unable to do so. Please consider this my official resignation and I wish everyone the best.

Sincerely

Jennifer Letourneau

# **OLD BUSINESS**

## CEDC/Budget Committee Meeting

Jennifer Letourneau <jenniferletourneau8@gmail.com>

Wed 1/12/2022 8:15 PM

To: Cynthia Robbins <crobbins@fairpoint.net>; Sheila Foley <sheila.boese@gmail.com>; stacey bsullak <gatheringwindsfarm@gmail.com>; Ray Cloutier <rwclou@gmail.com>; normdavis (normdavis@aol.com) <normdavis@aol.com>; Chrissy Kimball <realtorchrissyk@gmail.com>

Cc: Poland CEDC <PolandCEDC@polandtownoffice.org>; Nate McNally <nmcnally@polandtownoffice.org>

Good evening,

I just wanted to give everyone an overview of the budget committee meeting portion I attended. Based on the comments, I felt that the budget was well received and they understood what our intentions and goals for the next year. There are a few items that were noted there were adjustments to the budget: \$500 to employee benefits - payroll taxes for Alex, \$3,000 to the lake protection (this is for the three lakes that are in our town and help with testing. As we have yet to use our entire budget, this will remain on our side until we do so and can justify it going to another committee's budget.

The Selectboard will be meeting next Tuesday. I will not be able to attend in person or via zoom.





# EXPLORE + DISCOVER GUIDE EARLY ADVERTISING MEMBER CONTRACT

Company  
Email  
Billing Address  
City

Contact  
Phone Website  
Physical Address (if different)  
State Zip

## PRINT AD SPECIFICATIONS

### EARLY CONTRACT / 2022 RATES

#### SINGLE AD PLACEMENTS

FULL PAGE: \$825 / \$1000  
½ PAGE: \$450 / \$550  
¼ PAGE: \$325 / \$375  
⅛ PAGE: \$250 / \$300

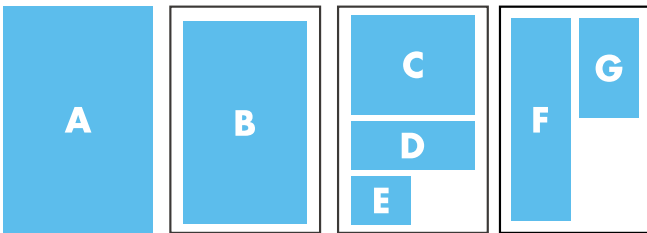
#### PAY IT FORWARD AD PLACEMENTS

FULL PAGE + ½ PAGE \$1050 / \$1300  
½ PAGE + ¼ PAGE: \$650 / \$800

#### PREMIUM AD PLACEMENTS (members only)

BACK COVER: \$1000 / \$1200  
INSIDE COVER (FRONT OR BACK): \$850 / \$1050  
CENTERFOLD SPREAD: \$1500 / \$1800

\*Premium ad placements are first come first served



## AD DESIGN INFORMATION

Print ready ad coming from client by **March 1st** emailed to [Delan@LAMetroChamber.com](mailto:Delan@LAMetroChamber.com)

New ad to be designed by publisher. All assets and content to be supplied by **February 1st** and emailed to [Delan@LAMetroChamber.com](mailto:Delan@LAMetroChamber.com)

## PRICE

### Cost of ad

Early contract balance due must be paid in full no later than **December 31, 2021** 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 [Erin@LAMetroChamber.com](mailto:Erin@LAMetroChamber.com)

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

Notes:

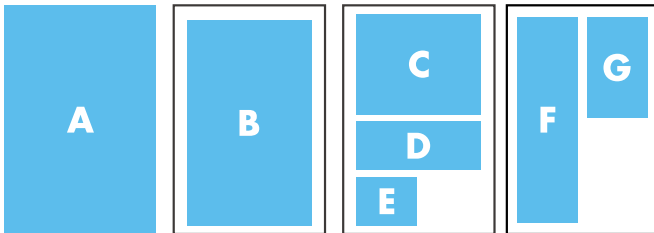
# EXPLORE + DISCOVER

## 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\*: \$1000

Inside Cover

(Front or Back)\*: \$850

Centerfold Spread \$1,500\*

Full Page (A or B): \$825

1/2 Page (C or F): \$450

1/4 Page (D or G): \$325

1/8 Page (E): \$250

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

**COMMIT BY  
DECEMBER 31<sup>ST</sup>**  
FOR EARLY PRICING

### PAY IT FORWARD

**Pay it forward is a movement built on kindness + community.** You select the ad size from below, and a business or organization that has been impacted by the pandemic will receive an ad free of charge. Your business' support will be noted on the ad that you pay forward.

Support industries hit the hardest due to the pandemic. Find out more on page 2.

### 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

### 2021 EXPLORE + DISCOVER METRICS

Last year, over **14,000** copies of the Explore + Discover guide were distributed throughout our region and sent across the US.

- **7,000+** copies used across the US for employer recruitment
- **4,000+** copies distributed across the region
- **3,000+** copies available at visitor centers in Southern & Western Maine
- **500+** copies requested + mailed across the US through [DiscoverLAMaine.com](#)

### KEY DEADLINES

**DECEMBER 31<sup>ST</sup>:** EARLY ADVERTISING CONTRACT + PAYMENT  
**MARCH 1<sup>ST</sup>:** ADVERTISING CONTRACT + AD ARTWORK

# EXPLORE + DISCOVER

## LA REGION EXPLORE + DISCOVER GUIDE

By placing an ad in the LA Region Explorer Guide, your business will reach residents, and visitors to Maine through AAA Travel, Maine Office of Tourism Visitor Locations + area Chambers; as well as 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.

### DISTRIBUTION

AAA Throughout Northern New England  
16 Southern + Western Maine Chambers  
Maine Visitor Information Centers

DiscoverLAMaine.com  
eGuide Available on LAMetroChamber.com  
Area Businesses

### PAY IT FORWARD

Pay it forward is a movement built on kindness + community. You select the ad size from below, and a business or organization that has been impacted by the pandemic will receive an ad **free of charge**. Your business' support will be noted on the ad that you pay forward.

Businesses + organizations in the following targeted industries will be benefiting from Pay it Forward ads: **local, independent restaurants + breweries/bars, businesses owned by women and/or people of color, start-ups (businesses opened since 2019), arts + culture organizations, and farms + food producers.**

\*While we cannot guarantee specific requests, we invite you to indicate your top targeted industries receiving the free ad in the notes section of the contract form.

#### PAY IT FORWARD MEMBER RATES:

- Full Page for You (A or B) +  
½ Page (C or F) for them: **\$1050**
- ½ Page for You (C or F) +  
¼ Page (D or G) for them: **\$650**

#### PAY IT FORWARD NON-MEMBER RATES:

- Full Page for You (A or B) +  
½ Page (C or F) for them: **\$1250**
- ½ Page for You (C or F) +  
¼ Page (D or G) for them: **\$775**

#### MORE DISTRIBUTION DETAILS

Planned 2022 Print Quantity: 20,000

- Maine Visitor Centers: 4,000
- Chambers of Commerce: 1,000
- Mail fulfillment requested via website/phone: 1,000
- LAMCC Annual Events: 3,000

Ready to advertise? Contact:

**DELAN FULGHAM**

207.783.2249

[Delan@LAMetroChamber.com](mailto:Delan@LAMetroChamber.com)

Revisions: Ad design free, 2 proofs/rounds of revisions.  
Additional revisions will incur charges.



## Re: January 6, 2022 Meeting

Shanna Cox <shanna@lametrochamber.com>

Mon 1/10/2022 9:20 AM

To: Cynthia Robbins <crobbins@fairpoint.net>; Delan Fulgham <delan@lametrochamber.com>

Cc: Poland CEDC <PolandCEDC@polandtownoffice.org>; Jennifer Letourneau <jenniferletourneau8@gmail.com>; Sheila Foley <sheila.boese@gmail.com>; normdavis@aol.com <normdavis@aol.com>; Ray Cloutier <rwclou@gmail.com>; Chrissy Kimball <realtorchrissyk@gmail.com>; Nate McNally <nmcnally@polandtownoffice.org>; stacey bsullak <gatheringwindsfarm@gmail.com>

Thanks for checking in, and for the Town of Poland's support! The drop-dead due date for the magazine overall is March 1st, but we can hold the pricing knowing your intent throughout this month (and a few days longer if the committee's schedule requires it). I have copied Delan on this email so he knows he has my approval to work with your schedule.

Let us know when to expect it, and we will make a note on our end.

Thanks again!



**Shanna Cox**

**President + CEO**

Lewiston Auburn Metropolitan Chamber of Commerce

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415 Lisbon Street, Suite 100, Lewiston, ME 04240

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On Mon, Jan 10, 2022 at 9:16 AM Cynthia Robbins <[crobbins@fairpoint.net](mailto:crobbins@fairpoint.net)> wrote:

Shanna,

We approved the ad and then, found out we did not have a quorum what is your drop dead date?

Thank you, Cyndi

On Jan 10, 2022, at 9:09 AM, stacey bsullak <[gatheringwindsfarm@gmail.com](mailto:gatheringwindsfarm@gmail.com)> wrote:

Cyndi - What is the Deadline for the Ad in the magazine?

Stacey

On Sun, Jan 9, 2022 at 10:33 PM Poland CEDC <[PolandCEDC@polandtownoffice.org](mailto:PolandCEDC@polandtownoffice.org)> wrote:

Good evening,

I have attached the minutes from Thursday's meeting.

At the meeting, I thought 3 members was enough for a quorum, but after checking again and counting up all of the members it appears as though you actually need 4 of 7, OR 50%. In the moment I thought we only had 6 members. So the only problem is the motions made didn't count and will just need to be redone at the next meeting.

**NEW BUSINESS**

**From:** Sheila Foley sheila.boese@gmail.com

**Subject:** CEDC thoughts for agenda

**Date:** February 8, 2022 at 4:59 PM

**To:** Cyndi Robbins psicyndi@gmail.com, stacey bsullak gatheringwindsfarm@gmail.com, chrissy kimball chrissy78910@gmail.com, Norm Davis normdavis@aol.com, Alexander Sirois alex@celebration-corporation.com, Ray Cloutier rwclou@gmail.com

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Hello, everyone! I was speaking with a few members the other day and we were talking about how it may be useful to have tangible projects for the CEDC to continue to grow. That being said, we were thinking it would be good if we each brought some goals to the CEDC meeting on Thursday so we can discuss together what we think is doable and what we find most important for near and far-term goals. Please bring ideas to the meeting and if we could please put this on the agenda for new business, Alex, that would be great. Also, I'm attaching a link at the bottom for the CEDC bylaws as I know a few of us did not have them.

Just to share what I mean for goals, these are some ideas I was thinking about. Please realize that these are not ones we have to use, but just some possibilities.

Possible CEDC Goals-

1. Establishing a downtown feel
2. Attract new businesses and develop new business checklists/mentors
3. New business grand opening events SOP
4. Promote current businesses
5. Continue business after hours
6. Street lighting
7. Creating/promoting community oriented events and activities

[2016\\_bylaws.pdf \(polandtownoffice.org\)](http://polandtownoffice.org/2016_bylaws.pdf)

See you on Thursday, everyone!

Best-

Sheila Foley

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