

COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE
THURSDAY, MARCH 7, 2024
6:30 PM - TOWN OFFICE CONFERENCE ROOM

Community & Economic Development Committee
Thursday, March 7, 2024
6:30 PM - Town Office Conference Room

AGENDA

CALL TO ORDER

MINUTES

January 4, 2024

RECOGNITION OF VISITORS

REPORTS

Financial Report January 2024

Financial Report February 2024

Planning and Development Report January 2024

Planning and Development Report February 2024

COMMUNICATIONS

Maplewood Invoice

TIF Update

OLD BUSINESS

Beautification

Establish Criteria For CEDC-Funded Events

Winterfest Follow Up

2024 Explore + Discover Guide

Banners

NEW BUSINESS

Spring Business After Hours

2023 Business of the Year

Six at the Springs

OTHER BUSINESS

ADJOURNMENT

CEDC ACTIVE LIST

SOP For New Businesses

Historical Sign Replacement

Update Backdrop and Tradeshow Materials

MINUTES

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

MINUTES

CALL TO ORDER

The Poland CEDC meeting for January 4, 2024, was called to order at 6:33 p.m. by Chair Cyndi Robbins. Members present were Vice Chair Rob Dwyer, Norm Davis, Sheila Foley, Stacey Bsullak, and Mike Ellis.

Public Attendance: Recording Secretary Alex Sirois

MINUTES

December 7, 2023

- Vice Chair Rob Dwyer makes a motion to approve the minutes for December 7, 2023, as presented, seconded by Member Sheila Foley. No discussion.
VOTE YES - 5 NO - 0 ABSTAINED - 1 (S. Bsullak)

RECOGNITION OF VISITORS

None

REPORTS

December 2023 Financial Report

- Chair Cyndi Robbins explains that payroll was the only expense last month.
- Member Norm Davis makes a motion to approve the Financial Report for December 2023, seconded by Vice Chair Rob Dwyer. 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.
- No commercial building permits have been received by the Code Enforcement Office since the last meeting.

COMMUNICATIONS

OLD BUSINESS

Beautification

- Chair Cyndi Robbins went back to her last invoice from 2019 for banners and it was \$200. She thinks the Committee should take an inventory of what we have left, and then replace it. She suggests increasing banners.
- Member Sheila Foley feels that something on the poles will help slow people down in the downtown. She would like to try a different design. She feels the existing design is very similar to those in other communities. She suggests using the new Visit Poland logo as inspiration for something new.

Establish Criteria For CEDC-Funded Events

- Chair Cyndi Robbins has distributed a draft special events financial assistance application. She found one online from another city to use as a sample.
- It is suggested that it is required that the event be marketed outside of Poland.
 - Member Sheila Foley feels it is important that the CEDC should not be the only entity promoting the event.
- Cyndi explains that the sample draft is asking for a full revenue and expense budget. A business plan is also asked for.
 - Member Mike Ellis suggests asking for a summary proposing what they plan to do.
- The Committee thinks a post-event report should be required before submitting a new financial assistance request.

Winterfest

- Member Stacey Bsullak reports that the event will be on February 10th, from 11 am to 3 pm.
 - Chair Cyndi Robbins asks if they will want alcohol to be served at this event.
 - Stacey doesn't think it will be necessary since the event is earlier in the day than other events.
- Cyndi explains that the Winterfest Committee has asked the CEDC to cover the cost of police coverage (\$400), DJ/MC (\$400), and an ad for WOXO. She feels as though this event does need to attract guests from outside of Poland for the Committee to support it financially.
- Member Stacey Bsullak makes a motion to spend up to \$1,500 for Winterfest expenses specific to police coverage, DJ/MC, and advertisement, seconded by Member Norm Davis. No discussion.

VOTE: YES - 6 NO - 0

NEW BUSINESS

Discover Guide

- Chair Cyndi Robbins asks the Committee if this is something they would like to do.
- Member Sheila Foley suggests getting some new photos.
 - The Committee decides to get some new photos of Poland Provisions, Wolf Cove Inn, the barbershop, Nonesuch Dockside, and the plaza.

- Sheila makes a motion to do a full-page ad for \$1,150.00, seconded by Member Rob Dwyer. No discussion.

VOTE: YES - 6 NO - 0

OTHER BUSINESS

- Member Sheila Foley thanked everyone for the ribbon-cutting event. It was a huge success.
- Chair Cyndi Robbins has talked with Nonesuch about a ribbon-cutting event. She expects it may be sometime in the spring.
 - Maybe we make a form for ribbon-cutting events on the website.

ADJOURNMENT

The meeting adjourned at 7:27 p.m.

Recorded by: ALS

Accepted on: February 1, 2024

REPORTS

Expense Detail Report

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

Account-----				Current			Unexpended
Date	Jrnl	Desc---		Budget	Debits	Credits	Balance
400 - TIFS				56,500.00	5,560.07	0.00	50,939.93
07 - TIF 2				56,500.00	5,560.07	0.00	50,939.93
6000 - TIFS				56,500.00	5,560.07	0.00	50,939.93
60 - CEDC				56,500.00	5,560.07	0.00	50,939.93
01/02/24	A 0436	DJ-XMAS IN POLAND			400.00	0.00	
01/16/24	A 0471	SERVICES			3,000.00	0.00	
01/25/24	P 0494	01/25/24 Payroll (Dist)			463.94	0.00	
		January		0.00	3,863.94	0.00	47,075.99
		Object.....		56,500.00	9,424.01	0.00	47,075.99
		Expense.....		56,500.00	9,424.01	0.00	47,075.99
		Division....		56,500.00	9,424.01	0.00	47,075.99
		Department..		56,500.00	9,424.01	0.00	47,075.99
Final Totals				56,500.00	9,424.01	0.00	47,075.99

Expense Detail Report

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

Account-----			Current			Unexpended
Date	Jrnl	Desc---	Budget	Debits	Credits	Balance
400 - TIFS			56,500.00	9,424.01	0.00	47,075.99
07 - TIF 2			56,500.00	9,424.01	0.00	47,075.99
6000 - TIFS			56,500.00	9,424.01	0.00	47,075.99
60 - CEDC			56,500.00	9,424.01	0.00	47,075.99
02/06/24	A 0508	POLAND WINTER FEST		500.00	0.00	
02/06/24	A 0508	POLAND WINTERFEST		400.00	0.00	
02/20/24	A 0553	4 HOURS DETAIL		400.00	0.00	
02/20/24	A 0553	PROF. SERV.		3,500.00	0.00	
02/22/24	P 0571	02/22/24 Payroll (Dist)		463.94	0.00	
		February	0.00	5,263.94	0.00	41,812.05
		Object.....	56,500.00	14,687.95	0.00	41,812.05
		Expense.....	56,500.00	14,687.95	0.00	41,812.05
		Division....	56,500.00	14,687.95	0.00	41,812.05
		Department..	56,500.00	14,687.95	0.00	41,812.05
Final Totals			56,500.00	14,687.95	0.00	41,812.05



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

January 30, 2024

Re: **January Planning and Development Report**

Dear Committee Members,

The following new business registration has been received by the Planning and Development Office since the last meeting:

- Cardinal Laser Engraving, a professional laser engraving/alloy welding business, located at 20 Hardscrabble Road.

The following commercial applications have been approved by the Planning Board since the last meeting:

- Matt New received Site Plan approval for a new car wash to be located on Map 15, Lot 5C.
- The Wolf Cove Inn received Sketch Plan approval for an interior renovation at 5 Jordan Shore Drive.

No 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



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

March 5, 2024

Re: **February 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.

No 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



**MAPLEWOOD
BARBECUE**

ISSUED TO:

Sheila Foley
Poland Provisions
1220 Maine Street
Poland, ME 04274

RECIPT NO:

#005

1-20-2024

DESCRIPTION	UNIT PRICE	QTY	TOTAL
Grand Opening Cook - 9 Briskets, 6 Boston Butts, Ribs			\$500.00
Barbecue Sauce - 13 oz bottles	\$8.90	12	\$106.80
TOTAL			\$606.80

Amount due \$606.80

Payment Terms: Net 30



Maplewood Barbecue LLC
84 Star Drive
Minot, ME 04258
207-619-2205
Venmo | @MaplewoodBBQ

*Thank
You*

RE: TIF Update

Nikki Pratt <npratt@polandtownoffice.org>

Tue 1/16/2024 1:48 PM

To: Poland CEDC <PolandCEDC@polandtownoffice.org>
Cc: Matt Garside <mgarside@polandtownoffice.org>

I adjusted the DTV one below, I copied and pasted and didn't realize it had 25-30 so I have changed the years to 25-27.

Nikki Pratt
Deputy Town Manager
Town of Poland

From: Nikki Pratt
Sent: Tuesday, January 16, 2024 12:41 PM
To: Poland CEDC <PolandCEDC@polandtownoffice.org>
Cc: Matt Garside <mgarside@polandtownoffice.org>
Subject: RE: TIF Update

These numbers are estimated based on valuation trend and mil rate trend, along with current expenses, which includes any TIF debt payments that have to be made in full before the end of the TIF life.

TIF 1 ends in 2030

Balance end of FY 24 = \$309,285
Income for FY 25-30 = \$3,631,275
Expenses for FY 25-30 = \$3,918,527
Balance at end of life = \$22,033

TIF 2 ends in 2030

Balance end of FY 24 = \$334,239
Income for FY 25-30 = \$3,554,806
Expenses for FY 25-30 = \$3,889,013
Balance at end of life = \$32

DTV ends in 2027

Balance end of FY 24 = \$509,954
Income for FY 25-27 = \$107,706
Expenses for FY 25-27 = \$597,151
Balance at end of life = \$20,509

Nikki Pratt
Deputy Town Manager
Town of Poland

From: Poland CEDC <PolandCEDC@polandtownoffice.org>
Sent: Friday, December 29, 2023 2:16 PM
To: Nikki Pratt <npratt@polandtownoffice.org>
Cc: Matt Garside <mgarside@polandtownoffice.org>
Subject: TIF Update

Hey Nikki,

Hope all is well. This month the CEDC asked if I could reach out to you for an update on the TIF. I believe they were discussing how much is left, and how many more years remain. Anything I can share with them would be helpful, thanks. Happy new year!

--

Alex Sirois
Administrative Assistant
Poland Community & Economic
Development Committee
(207) 344-7238

OLD BUSINESS

SPECIAL EVENT SUPPORT PROGRAM



Town of Poland Poland Community Economic Committee

The primary purpose of this Program is to provide support in the form of grants for special events from start-up to self-sufficiency in the Poland Maine. The event must fall within a fabric of events consistent with family oriented themes, entertainment and/or activities, promotes the Town of Poland, and/or engages in economic benefit. We can only support events that bring in residents and non-residents to Poland.

Applications will be accepted on a continuous basis. Applications should be submitted no less than 45 calendar days prior to the event date for consideration by the CEDC. The Town encourages interested parties to submit applications as soon as possible. Our meetings are normally the first Thursday of the month and open to residents.

The Town reserves the right to limit the number of grants at its sole discretion as there are limited funds available through TIFF Funding.

For more information, please contact Alex Sirois PolandCEDC@polandtownoffice.org

PLEASE SUBMIT THE FOLLOWING WITH THIS APPLICATION:

1. Copy of 501(c) (3)(6) or other not-for-profit tax status, if applicable
2. Past recipients must submit a post event report before any new applications will be reviewed. Approximately how many people attended, list of income, list of expenses, any charities or local businesses that participated and any other pertinent information.

The undersigned hereinafter referred to as the APPLICANT, hereby makes application to request funding support to the SPECIAL EVENT SUPPORT PROGRAM as noted below on the date(s) here specified for the purpose(s) indicated. All applications are subject to approval by Poland CDEC.

1. Grant awards are made as reimbursements for actual expenses incurred. Grant funding is awarded to grantees for the following:
 - (a) Services provided by Androscoggin County Sheriff's officers and/or Poland departments; and/or,

SPECIAL EVENT SUPPORT PROGRAM

(b) Monetary awards where an applicant has demonstrated a need that exceeds town services support, as determined by a screening panel of the Poland CDEC

TODAY'S DATE:
COMPANY/ORGANIZATION:
CONTACT NAME:
ADDRESS:
TELEPHONE NUMBER:
EMAIL ADDRESS:

FORM OF BUSINESS ENTITY: CHECK MARK BOX INSERT INFORMATION

<input type="checkbox"/>	NON-PROFIT (COPY OF 501 (C)(3)(6))	<input type="checkbox"/>	NON-PROFIT FEDERAL ID#:
<input type="checkbox"/>	COMPANY	<input type="checkbox"/>	FEDERAL ID#
<input type="checkbox"/>	INDIVIDUAL	<input type="checkbox"/>	
<input type="checkbox"/>	ASSOCIATION	<input type="checkbox"/>	

Event Title:		
Summary/Purpose of Event:		
Requested Date(s) of Event:		
Days of Week:		
Event Hours:		
Set-Up Time/Days:		
Please list all activities, performers, food trucks and entertainment acts.		
Estimated Attendance:		
Tickets to be Sold (Circle one):	Yes	Price Per Ticket: \$
No		

SPECIAL EVENT SUPPORT PROGRAM

<u>Types of Requested Town Services:</u>	<u>Estimated Cost:</u>
Police Services (contact _____)	
Fire Services (contact Chief Thomas Printup	
Rec Department (contact Scott Segal	
<u>Monetary Support Requests (Non-City Services):</u>	<u>Estimated Cost:</u>
<i>Describe the request and include an estimated cost in the lines below. Additional information may be attached on a separate page.</i>	
Total Grant Request	\$

Checklist – for a successful event these are some the items you need to plan for:

Revenue Sources and Amounts for the Event _____

Expense amounts for the event _____

Business Sponsorship Program _____

Economic Impact to Community _____

SPECIAL EVENT SUPPORT PROGRAM

MARKETING

Attendance – who do you want to attend? _____

Press Release Plan _____

Marketing Plan _____

LOGISTICAL

Location of Event _____

Do you have permission for all landowners? _____

Do you have Liability Insurance _____

Partner Organizations _____

Volunteer Program _____

Where are cars being parked _____

Do you have Parking Volunteers _____

Any charities or schools benefiting from the event; _____

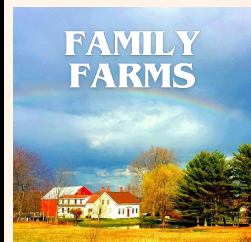
Any local businesses benefiting from the event? _____

Will guest have to cross any town or state roads? _____



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!

Year-round recreation, business opportunities, Heritage Day, Winter Festival, Christmas in Poland and more coming!



www.visitpoland.me

banners

Cynthia Robbins <crobbins@fairpoint.net>

Thu 2/8/2024 4:13 PM

To:Poland CEDC <PolandCEDC@polandtownoffice.org>

<https://streetdecor.com/spring-summer-fall-patriotic/>

<https://streetdecor.com/holidays-winter/>

NEW BUSINESS

SIX 
AT THE 
SPRINGS 

**A Six Hour Celebration Of Poland, Maine's
Beautiful Trail Systems And Local Businesses
Through A Running Event**

6 Hours at the Springs will be a running trail race using approximately 2 miles of combined Poland owned trail and private landowner trail along the old rail bed aka Waterhouse Brook Trail. Starting at the kayak launch on Poland Corner Road, competitors will complete out and back loops (4 miles each) until their desired distance is reached. Will it be 4 miles total? Or a marathon by the more athletically adventurous? The only thing known for certain is that all will enjoy our beautiful Poland trails and local businesses.

Since the pandemic shutdowns of 2020, use of outdoor space has grown considerably. Census.gov reports an participation increase of nearly 7% (7.1 million users) in 2020 alone with the effect of 18.9% increase in GDP (compared to just 5.9% overall economy). Study after study shows people are getting outside and spending money in the communities they visit.

Runners also will travel for races, especially longer events. According to a survey by RunRepeat.com, US runners are 4-5 times more likely to travel for distances longer than 5k, and 20-25 times more likely for races longer than ½ marathons. We are seeking these runners....and they are seeking an event like 6 Hours at the Springs.

We have a goal to make those who drive up Route 26 stay for a bit while in Poland. We also want to showcase the small business that make our community special. At the end of the day, when they're tired with full hearts and bellies, we also want them to go home with a memory of this beautiful town.

Event Date: June 22, 2024 (rain or shine)

Start Time: 8am

End Time: 2pm

Race Directors: Gordon Collins, April Huddy, Stacey Bsullak

Number of Competitors: 80-100 and their families, crews, spectators

Financial Notes:

Race will be not for profit

All proceeds to be distributed between conservation (as allowed) and veterans charity
Sponsorship and on-site service by local businesses

Potential Area Support (verbal discussion)

Poland Provisions (Veteran Owned/Operated)
Gathering Winds Farm (Veteran Owned/Operated)
Maine Street BARber Company (Veteran Operated)
Essence Spa and Massage
The Log Yard
Poland Spring Water
Integrity HVAC

(no contact yet)

Poland Spring Resort
Fairlawn Golf
Summit Spring Golf
Oxford Casino
Hawkeye Fiber
Northlight Electric
Sunshine Nutrition
Zbon Fitness
Nonesuch Brewing Poland
Daddy O's
NorthEast Bank
McDonalds

Inaugural event. Future events based upon reception of 2024 event

