

**COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE
THURSDAY, APRIL 7, 2022
6:30 PM - TOWN OFFICE CONFERENCE ROOM**

MEETING MATERIALS

**Community & Economic Development Committee
Thursday, April 7, 2022
6:30 PM - Town Office Conference Room**

AGENDA

CALL TO ORDER

MINUTES

March 3, 2022

RECOGNITION OF VISITORS

REPORTS

Financial Report - March 2022
Planning and Development Report

COMMUNICATIONS

OLD BUSINESS

Website
Spring 2022 Business After Hours
Triathlon
SOP For New Businesses

NEW BUSINESS

Schedule Downtown Design Standards Workshop with the Planning Board

OTHER BUSINESS

ADJOURNMENT

CEDC ACTIVE LIST

2022 Business Recognition Award (delayed until the July meeting)

MINUTES

Community & Economic Development Committee
Thursday, March 3, 2022
Town Office Conference Room - 6:30 PM

MINUTES

CALL TO ORDER

The Poland CEDC meeting for March 10, 2022, was called to order at 6:30 pm, by Vice-Chair Cyndi Robbins. The Vice-Chair, as well as members, Sheila Foley, Chrissy Kimball, Stacey Bsullak, and Norm Davis, are present.

Public Attendance: Recording Secretary Alex Sirois, Scott Segal, Matt Garside, David Boyer, and Nate McNally.

MINUTES

February 10, 2022

- Member Norm Davis makes a motion to accept the minutes for January 6, 2022, as presented, seconded by Member Chrissy Kimball. No discussion.
VOTE YES - 5 NO - 0

RECOGNITION OF VISITORS

Resident David Boyer is present at the meeting. He runs a business out of his home and is also planning on running for a State Representative position.

REPORTS

Financial Report

- Vice-Chair Cyndi Robbins recaps the financial report including expenses for Winterfest, payroll, a magazine ad, and GIS.
- Member Norm Davis makes a motion to accept the financial reports for February as presented, Seconded by Member Chrissy Kimball. No discussion.
VOTE YES - 5 NO - 0

Planning and Development Report

- The following new businesses registrations were received by the Planning and Development Office since the last meeting:
 - The Log Yard Dairy Bar, a food and beverage concession business, located at 1184 Maine Street.
 - Kimball & Company Neighborhood Realty, a realtor, located at 1184 Maine Street.

- The following Site Plan Applications were approved by the Planning Board since the last meeting:
 - BD Solar Auburn, LLC received site plan approval for a commercial solar facility, at Map 4 Lots 16 and 15-1 (Lewiston Junction Road)
- The following commercial building permits were received by the Code Enforcement Office since the last meeting:
 - SBA Towers III submitted a permit application to install six new T-Mobile antennas at 35 Ricker Road with an estimated construction cost of \$65,000.

COMMUNICATIONS

Ray Cloutier Resignation

- Member Chrissy Kimball makes a motion to accept Ray Cloutier's resignation from the CEDC, seconded by Member Sheila Foley. The Committee is thankful for Ray's service to the Town. They will send him a thank you letter.
VOTE YES - 5 NO - 0
- Member Sheila Foley makes a motion to nominate Cyndi Robbins as chair, seconded by Member Chrissy Kimball. No discussion.
VOTE YES - 5 NO - 0
- Member Chrissy Kimball nominates Member Sheila Foley as Vice-Chair seconded by Member Stacey Bsullak. No discussion.
VOTE YES - 5 NO - 0

OLD BUSINESS

Explore + Discover Guide

- The Committee has decided on a full-page ad, which has been submitted.

Website

- Recording Secretary Alex Sirois and Chair Cyndi Robbins will meet Monday.
- Alex updates the Committee on the email to Melissa that has not been responded to.

CEDC Goals/Mission Statement

- The Committee agrees on the following mission statement:
 - The mission of the Community Economic Development Committee is to create the conditions for economic growth and improved quality of life by planning for the future of our community's physical, economic, and social needs. We focus on the importance of supporting new and existing businesses, fostering local entrepreneurship, and preserving key assets in our town that will build a strong future based on our rich past.
- Member Norm Davis makes a motion to accept the mission statement, seconded by Member Chrissy Kimball. No discussion.
VOTE: YES - 5 NO - 0

Spring 2022 Business After Hours

- Chair Cyndi Robbins contacted Steve Kinney and Fairlawn golf course to see if they would be interested in hosting the Spring Business After Hours event. Fairlawn will not be ready in time but will be ready for the fall. She has not heard back from Steve. She suggests the Poland Spring Water Museum or tent at Poland Spring Resort as available options.
- The Committee agrees that the Poland Spring Water Museum would be a good choice for the event. Cyndi will check availability with Heather Printup.
- A date of April 13th is selected.
- Cyndi will send invitations.

Triathlon

- Member Sheila Foley talked with the outgoing State Park Manager and he loved the idea of hosting a triathlon. Unfortunately, it will depend on the new manager's opinion.
- The town would need a liability insurance policy for an event for approximately \$500,000.
- Sheila knows a group of people who have experience with this and she would like to make sure it is not just a CEDC event. A committee would likely be formed.
 - Stacey is willing to help on that committee.
- Dates of June 18th or 25th are suggested.

NEW BUSINESS

Grant Writer

- Chair Cyndi Robbins is curious if TIF funds could be used to hire a grant writer.
 - Town Manager Matt Garside believes that would be possible only if the project for which the grant is requested qualifies for use under the TIF.

Business Reigstration Fee

- Chair Cyndi Robbins was supposed to send a letter to the Selectboard, but before she can do that she needs a plan. She does not feel comfortable contacting them about it at this point. For example, if we only charge a fee for a business when they first open, and they never renew, how do we know they are still in business.

Streetlights and Crosswalks

- Town Manager Matt Garside and Parks and Recreation Direction Scott Segal were looking at a village partnership grant. Ideally, this could fund something along the Route 26 corridor, for sidewalks and/or street lamps.
- Chair Cyndi Robbins is wondering how the CEDC may be able to help with this.

- Matt does not believe the CEDC can be of much assistance yet since the requirements of the grant have not been published. He is just making them aware of the grant.
- Vice-Chair Sheila Foley is curious if the town can use ARPA money for a project like this.
- Matt would need to check to see if that would qualify. There's approximately \$200,000 left, and the plan is to use the balance remaining for road work. The funds must be used by 2026.
- Member Norm Davis also suggests checking with DOT to see what they will allow within the Route 26 right of way.
 - Matt will be meeting with the regional planner to have some preliminary discussions about the project.

SOP For New Businesses

- Vice-Chair Sheila Foley would like to create a “how-to” document for new businesses in Poland. We need something to guide people because the process is very difficult.
- Recording Secretary Alex Sirois will begin putting this together and will run it by Code Enforcement Officer Scott Neal first.
- Member Norm Davis suggests a flow chart.

2022 Business Recognition Award

- Recording Secretary Alex Sirois will put this on the July agenda, for the fall Business After Hours event.

Remaining TIF balances

- Chair Cyndi Robbins asks Town Manager Matt Garside if he has a report of the TIF balances.
 - He does not. Nikki Pratt was working on it this morning, but she needed to complete more time-sensitive tasks for the town meeting first. Matt also wants the Selectboard to review this report before he distributes it.
- Member Norm Davis asks if creating a new TIF has been discussed yet, following the completion of the current TIFs.
 - Matt informs him that the current TIFs have been extended the maximum amount so they will expire for good. A new TIF or TIFs could be created after, but that conversation has not started yet.

CEDC New Member Process

- Chair Cyndi Robbins is curious if Mike Ellis has applied to be on the CEDC.
 - Vice-Chair Sheila Foley informs the Committee that he has submitted his application. He reached out to the Town Office and was told he needed to go to a Selectboard meeting, but is not sure when that meeting is. She reached out to

Nikki Pratt and was told he would be emailed the details about a week before the meeting. She has a process that she follows, however, Sheila feels like it could be improved.

- Selectboard Member Nate McNally is wondering if it would be possible for Nikki to copy the CEDC Chair when an application has been received, or have the Chair handle that communication so at least the Committee is aware and able to assist the new prospect.
- Town Manager Matt Garside will think about this process.

OTHER BUSINESS

- Chair Cyndi Robbins asks Town Manager Matt Garside if the CEDC is allowed to set up a table outside of the town meeting.
 - Because of COVID, they have asked other groups not to set up outside of the town meeting this year.
- Member Stacey Bsullak is wondering if the CEDC should do a newsletter.
 - Cyndi thinks this would be a great idea, but to wait until we have news to share.
- The Committee discusses meeting with the Planning Board after the town meeting on either the 4th, 6th, or 7th of April.
- Cyndi asks the Committee if they think the Selectboard should be invited to that workshop.
 - Nate McNally will try to be there.
 - Member Norm Davis thinks they should all be invited, as well as the Code Enforcement Officer.
- Vice-Chair Sheila Foley asks if everyone can look at the goal list created so we can set deadlines for when we want to accomplish them.
 - Signs need to be refreshed.

ADJOURNMENT

The meeting adjourns at 8:05 pm.

Recorded by: ALS

Accepted on: April 7, 2022.

REPORTS

Expense Detail Report

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

Account----- Date Jrnl Desc---	Current Budget	Debits	Credits	Unexpended Balance
401 - PSB TIF 2 FUNDS	56,500.00	20,198.69	0.00	36,301.31
01 - PSB TIF 2	56,500.00	20,198.69	0.00	36,301.31
5650 - CEDC EXPENSE	56,500.00	20,198.69	0.00	36,301.31
03/24/22 P 0566 03/24/22 Payroll (Dist)		440.17	0.00	
March	0.00	440.17	0.00	35,861.14
Expense.....	56,500.00	20,638.86	0.00	35,861.14
Division....	56,500.00	20,638.86	0.00	35,861.14
Department..	56,500.00	20,638.86	0.00	35,861.14
Final Totals	56,500.00	20,638.86	0.00	35,861.14



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

April 5, 2022

Re: **March Planning and Development Report**

Dear Committee Members,

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

1. Vacationland Moving, a moving and transport business, located at 1484 Maine Street, Unit 1.

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:

1. Bailey Sign submitted a permit application to install a Building sign and Pylon sign for Dollar General at 1478 Maine Street with an estimated construction cost of \$15,000.

Sincerely,

Alex Sirois
CEDC Administrative Assistant
Town of Poland, Maine

COMMUNICATIONS



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

April 5, 2022

Ray Cloutier
592 Bakerstown Road
Poland, ME 04274

Re: CEDC Resignation

Dear Ray,

On behalf of the entire Community and Economic Development Committee, we thank you for your service to the town. It has been a pleasure working with you and we hope that you do continue to stay involved with the Committee when time allows.

Sincerely,

Alex Sirois
Administrative Assistant
Community and Economic
Development Committee
Town of Poland, Maine

cc CEDC, via email

OLD BUSINESS

Re: Fw: Business Directory - Visitpoland.me [ref:_00D30aql._5005a21J3Nc:ref]

Poland CEDC <PolandCEDC@polandtownoffice.org>

Wed 4/6/2022 9:41 PM

To: CivicCMS Technical Support <civiccms@civicplus.help>

Cc: mbean@civicplus.com <mbean@civicplus.com>; Cynthia Robbins <crobbins@fairpoint.net>
<crobbins@fairpoint.net>

Hey Tom,

Just following up on this since I have not heard anything back.

--

Alex Sirois

Administrative Assistant

Poland Community & Economic

Development Committee

(207) 344-7238

From: Poland CEDC <PolandCEDC@polandtownoffice.org>

Sent: Monday, March 14, 2022 9:18 PM

To: CivicCMS Technical Support <civiccms@civicplus.help>

Cc: mbean@civicplus.com <mbean@civicplus.com>; Cynthia Robbins <crobbins@fairpoint.net>
<crobbins@fairpoint.net>

Subject: Re: Fw: Business Directory - Visitpoland.me [ref:_00D30aql._5005a21J3Nc:ref]

Tom,

Can EDC Home be changed to Home? I worry it is a little confusing. This is a tourism website so if someone from out of town goes to the page "EDC" means nothing to them.

The goal with the business directory is to have it live on the visit Poland website entirely so that guests are not redirected to the town's general site. I think before we go too far with images, and change the directory itself, we would want to make sure it can be relocated.

I do have a few more changes that I don't believe I am able to do on my own:

- Can the "Residents Rec" link on the home page be changed to open in a new tab/window?
- Can a new page be created for the trails link on the home page (a blank page similar to <https://www.polandtownoffice.org/community-economic-development/business> that we can edit the content on)
- Can a new page be created for the education link on the home page (a blank page similar to <https://www.polandtownoffice.org/community-economic-development/business> that we can edit the content on)
- On the main menu, under the "Visitor's Info" drop-down, can you have the link for "What To Do" <https://www.polandtownoffice.org/community-economic-development/pages/what-do> instead point to <https://www.polandtownoffice.org/community-economic-development/what-do> or the other way around, we just don't need the duplicate
- Can "Business Info" <https://www.polandtownoffice.org/community-economic-development/business-info> instead point to <https://www.polandtownoffice.org/community-economic-development/business> another duplicate
- In the main menu can "CEDC Info" have a page created instead of a redirect to the TOP website

I think that is it for now, thanks!

--

Alex Sirois

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

From: CivicCMS Technical Support <civiccms@civicplus.help>
Sent: Monday, March 14, 2022 6:27 PM
To: Poland CEDC <PolandCEDC@polandtownoffice.org>
Cc: mbean@civicplus.com <mbean@civicplus.com>
Subject: RE: Fw: Business Directory - Visitpoland.me [ref:_00D30aql._5005a21J3Nc:ref]

Hello,

My apologies for the delay - I've added the EDC Home link as you indicated.

I tried to update the Business Directory layout to adopt the look and feel of the EDC subsite. Unfortunately I was only partly successful so I need to escalate that to our developers for their input.

Yes, you can use a landing page with images for the business categories. I might even be able to install those images at the top of the regular Business Directory pages:

<https://www.polandtownoffice.org/business-directory/by-alpha/all>

or

<https://www.polandtownoffice.org/business-directory/by-category>

We'll need images, though, since the system doesn't auto-generate anything like that. Our design team could create them but there would be a charge for that work. Do you have anybody on staff who can create those images for you?

Thank you,

- Tom

----- Original Message -----

From: Poland CEDC <PolandCEDC@polandtownoffice.org>
Sent: Friday, February 25, 2022 11:20 AM
To: Marissa Bean <mbean@civicplus.com>
Cc: Matt Garside <mgarside@polandtownoffice.org>; Cynthia Robbins <crobbsins@fairpoint.net>
<crobbsins@fairpoint.net>
Subject: Business Directory - Visitpoland.me

Hey Marissa,

Now that I have access to update things on our website we are hard at work tweaking and updating. The Committee I work for has asked for a change that I am not sure if you guys can make.

Right now if I go to visitpoland.me and click the business directory it points to the directory which is on the Town of Poland website. Once you get there you cannot easily get back to visitpoland.me, also it is clear you are now on a new site and not the visitpoland.me site. They are wondering if it is possible to place this directory on the visitpoland.me site so that you are not redirected.

Part 2 is they are wondering if it is possible to make the directory look a little nicer when you first land on the page. I think we could do this by making an initial landing page with a table of images pointing to categories, but I was wondering if you had a way to make that easier. Can it default to something different than just "business directory all?"

Last request for now, can we add a "Home" button to the top left of the visitpoland.me menu. It is not super clear on how to get back to the home page once you start clicking around the subpages of the site, unless you know to click the logo at the top.

--

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

Check out the latest ways the 1,000+ CivicEngage Open clients are providing services to their constituents. [CivicEngage Open Offerings](#)

Tom Peacock (he/him/his)
Client Services • CivicPlus
P: 888.228.2233 • M: 888.228.2233

civicplus.com Powering and Empowering Local Governments

ref:_00D30aql._5005a21J3Nc:ref