

UTAC AGENDA

July 8, 2014

6:30 P.M.

Unity Community Center

1. Call to Order / Welcome / Introductions
2. Open Public Comments / Questions / Feedback
3. Comprehensive Plan Update – Jean / Jim
4. Committee Recommendations to Selectmen for Consideration/Vote at Special Town Meeting on July 23
 - How to Invest TIF Revenues
 - Marketing Unity /Business Retention & Attraction
 - Branding and marketing collateral materials
 - Signage—gateway and directional
 - Website Upgrades—consistent with brand image and comprehensive in Unity assets presented
 - Focused effort to attract lodging investment
 - UBX (Unity Business Exchange)—an informal assembly of Unity businesses/employers to explore what is needed to help them prosper and to foster cooperative connections
5. Initial UBX Meeting – Plan for Implementation
 - Meeting Day Agenda
 - Scheduling (day of week, time of day)
 - Invitations, publicity
 - Logistics: location, refreshments, greeters, facilitators
6. Adjourn

Minutes

Present: Andy Reed, Chris Rossignol, Robin Fowler, Clem Blakney, Jim Perry, Jean Bourg, Noreen Norton

Jean asked committee to look over the comp plan goals/objective/strategies framework and make additions or comments. And also to send her words, phrases, images that characterize Unity.

There will be a Special Town Meeting on Wed, July 23 to ask for money for branding. Branding includes logo and slogan design, website redesign, and welcome signs. The committee discussed items to go in warrant for this town meeting. The warrant will ask for an amount up to a limit.

The committee discussed the UBX (Unity Business Exchange). TIF money can be spent on developing a website.

The committee discussed how to develop a package to attract an investor for a motel/hotel/or other lodging.

Motion to ask town meeting for up to \$15K for the package listed above in the agenda. Motion passed unanimously.

Further discussion about the initial UBX meeting. Target date: Tuesday Sept. 9 at 6:30 pm, at community center. Discussion of mailing invites to all Unity residents, RSVPs, format of meeting.

Meeting adjourned at 8 pm.