

UTAC AGENDA

August 12, 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
4. Jim Perry's Departure
 - Thank you for service
 - UBR representative on UTAC – who to invite
5. Initial UBX Meeting –Implementation Planning (See attachments)
 - Tuesday, September 9
 - 6:00: Welcome / Refreshments (who to coordinate?)
 - 6:30: Meeting
 - At Community Center (need room layout)
 - Invitations (need to be ready by 8/15—final edits)
 - Publicity (Press release, other?)
 - Registration Table (need volunteers)
6. Unity /Business Growth, Retention & Attraction Initiatives:
 - Branding (and marketing collateral materials)
 - Review proposed Brand Development process
 - Signage—gateway and directional
 - Website
 - Focused effort to attract lodging investment
7. Adjourn

Minutes

Present: Clem Blakney, Robin Fowler, Barry McCormick, Chris Rossignol, Tony Avila, Jean Bourg, Andy Reed, Sara Trunzo

Jean and Sara gave a comp plan committee update. The committee is still editing the goals/objectives/strategies document and planning a second survey.

With Jim Perry's departure from the UTAC committee, another Unity Barn Raiser rep will be needed. Sara will bring that to the UBR board.

Unity College should also have a rep present at TIF committee meetings since we intend to partner with them on attracting lodging investment.

Barry gave a report on the ordinance review committee's work. They are finishing up their document and will present it to the select board.

At the town meeting, some folks requested a breakdown by amount of the proposed uses for the \$15,000 of TIF funds that the town approved for spending.

The development of a package to attract lodging investment: \$5000.

The website redesign: \$3000. The costs for this will be payments to <http://www.govoffice.com>, a content management platform for small municipalities. It is used by many towns in Maine.

Branding has no proposed costs at this time. The costs for welcoming signs will be payments to the vendor who makes them.

Barry pointed out that it is important that TIF spending be completely transparent. We need to account for every dollar of the \$15,000 approved by the town.

Clarification about “branding” was discussed. It is the town itself that we are branding, not individual businesses within it. Branding is the development of a logo, slogan, tagline and design of welcoming signs. Sara has developed a timeframe for the initiative: <http://www.unityme.org/gov/minutes/brand-development-timeframe.pdf>. The branding committee (Jean Bourg, Sara Trunzo, Jon Wadick) is a subcommittee of the Unity TIF Advisory Committee and will be meeting on Thursday afternoon.

There was a discussion about whether Unity needs a rental ordinance. Unity College enrollment is growing and students are using a lot of the rental space in town.

The Initial Meeting of the Unity Business Exchange (UBX) will be on September 9. Details of format, food, and notifications were discussed. Noreen’s invitation form (<http://www.unityme.org/gov/minutes/UBXInvitation.pdf>) was discussed. The committee will purchase snack foods and coffee from several restaurants in town. Noreen will write the press release.

The meeting adjourned at 8 pm.