

UTAC AGENDA
September 23, 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. Initial UBX Meeting
 - Debrief
 - Action Items
 - Next UBx Meeting
5. Process for UTAC Assistance to Business
 - Clarification of how UTAC is able to assist
 - Format for presentations to UTAC
6. Past Use of Unity TIF Revenues—Call for Detail Accounting
7. Branding / Logo
 - Draft Design Options
 - Adoption Process
8. Focused effort to attract lodging investment
 - Meeting with Dr. Melik Peter Khoury, Unity College
 - Formation of a Steering Committee
9. Other Items
10. Adjourn

Items for future UTAC meetings:

- Marketing and collateral materials development
- Signage
- Website

Meeting Minutes

Present: Noreen Norton, Tony Avila, Chris Rossignol, Clem Blakney, Sue Hunter, Andy Reed, Jean Bourg, Robin Fowler, Barry McCormick

Jean: Comp Plan Goals & Strategies being revised after the survey; expect a new call for comments next week.

Initial UBx Meeting debrief

Robin: thousands of people pass by their farm on the way to CG. Could be a UBx presence there. Also thousands were waiting for the train. UBx could be there.

For UBx there are two ways of getting things done: what UTAC can do and what the group can organize and do itself.

Next UBx meeting date in October: Tuesday Oct 28.

Agenda, format and facilitator to be determined at our next meeting.

Melik Khoury introduced himself. He runs the day to day operation of Unity College.

Melik has done review of how much Unity College brings to town with lodging needs such as candidates, open houses, sports teams, etc.

Melik: what is the committee charter and structure?

What is the relationship of all the committees in town, comp plan and others.

We don't compete against each other, we compete against other towns.

A reminder that the town gave us permission and funding on five areas:

lodging

signage

website

branding

UBX

Need to define the process for UTAC assistance to business.

We need a form for getting info from a business that wants to present to the committee.

Clarification of ways UTAC can assist:

A revolving loan fund is not currently approved for our TIF.

Malik: each year specify one or two kinds of businesses to be attracted.

Get details of past use of TIF revenues. A motion was passed that the selectmen will actively pursue a full accounting of how TIF revenues were spent from 1996 to present.

Jean: Branding/Logo report. Two designs by Jon Wadick shown. Get more designs, and get feedback and suggestions from the town by way of the web and a mailing.

A lodging investment steering committee was appointed consisting of Malik, Robin, Clem, Noreen.

Malik said that the college can commit to an investor that all their visitors will go to the in-town lodging first.

Malik suggests that the committee pursue a 100 room hotel.

The meeting adjourned at 8:03.