

UTAC AGENDA and MINUTES

October 14, 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. Upcoming UBX Meeting
 - October 28
 - Action Items
5. Presentation to UTAC
6. Branding / Logo Update
7. Focused effort to attract lodging investment Update
8. Other Items
9. Adjourn

Items for future UTAC meetings: (all require the brand/logo work be complete)

- Marketing and collateral materials development
- Signage
- Website

Minutes

Present: Noreen Norton, Chris Rossignol, Mary Leaming, Andy Reed, Robin Fowler, Tony Avila, Jean Bourg, Diane Hull

Mary Leaming and Diane Hull were introduced.

Comp Plan Update. Jean will send the committee a chart showing where retail is currently permitted and where other commercial activity is permitted.

Jean and Diane presented a proposal to convert Unity Barn Raisers' semi-monthly newsletter to a monthly town newsletter. This would address the concern that many Unity residents don't use the web and email to get information. The newsletter would be branded as a town or local community newsletter, would continue to spotlight a local business each month along with a calendar of meetings and events. Diane would continue to produce the newsletter and collaborate with town officials on relevant content. The newsletter would be mailed using UBR's special non-profit rate.

A motion with this wording was made and passed.

“Approve that a portion of the cost of a monthly Unity newsletter be funded with Tif revenues for a trial period of six months. The portion of costs funded to correspond with the portion of the newsletter content that is related to business promotion. The trial period portion of costs covered to be 85%.”

The next meeting of the Unity Business Exchange is set for October 28. Mary Leaming offered to handle the printing and mailing of the flyer. At the meeting, we hope to get information in writing from attendees about what we could do to help their businesses succeed.

This second meeting of the UBx will seek someone to take a leadership role, work toward specific goals within the broad areas discussed at the first meeting.