

UTAC AGENDA
November 25, 2014
6:30 P.M.
Unity (New) Town Office

1. Call to Order / Welcome / Introductions
2. Open Public Comments / Questions / Feedback
3. UTAC Meeting Minutes
4. Comprehensive Plan Update – Jean
5. UBX Meeting Update –Robin
6. Branding / Logo Update
7. Newsletter Update—Name, Format/Content
8. Lodging Investment Update
9. Future Agenda Items
10. 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, Clem Blakney, Andy Reed, Chris Rossignol., Jean Bourg, Robin Fowler, Barry McCormick, Mary Leaming

2. Feedback

Barry summarized his talk with Jamie Logan, The governor's account executive. He and Ms. Logan met with Malik Khoury, Larry Steers, and the phone company owner.

Mary Leaming summarized her meeting with Thomas Kitteredge, a Belfast economic development person.

Jean talked about Steve Kahl as a resource for a power purchase agreement to be used by Unity businesses.

Comprehensive Plan report. Jean reported that they are still working on the Future Land Use Plan. Noreen said to be sure that the plan allows for manufacturing outside of the downtown area.

UBx report. Robin reported on meeting the group's last meeting. Lots of expectations. Hard to make things happen other than meetings because business folk are already very busy. The group agreed to have two kinds of meetings, one social, one business. Decided on mission, vision and goals.

Newsletter/Branding/Logo

A survey will go out in the first newsletter (January 1, 2015 and will go up online in about a week. We will link to the survey from Facebook and from various web sites.

A group (Mary, Clem, Robin) will meet with Jon Wadick to discuss ideas.

Lodging Investment Update. KVCOG will help with demographics. Market research may cost money. \$5000 in TIF funds and \$2000 from Unity College can go towards this.

Adjourned at 8 pm.