

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

1. Call to Order / Welcome / Introductions
2. Open Public Comments / Questions / Feedback
3. Comprehensive Plan Update –
4. UBX Meeting Update –
5. Branding / Logo— Scheduled for adoption at January 6 Selectmen’s Meeting
6. Newsletter—Clarification of Roles, Goals & Responsibility
7. Signage—Development Process
8. TIF Amendment
 - Anticipated Timeline
 - Initial review of potential projects
9. Maine Certified Business Friendly Community—Noreen
10. Next Meeting Date / Agenda Items
11. Adjourn

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

- Marketing and collateral materials development
- Signage
- Website

Minutes

Present: Noreen, Clem, Chris, Jean, Robin, Andy

Comp Plan: Jean will send Emily's minutes of joint meeting to UTAC people.

Branding/Logo. Brand different from logo. Everything we do contributes to the brand.

Include survey feedback document in minutes.

Robin: UBX meeting update. At Charlie's again. Small group.

Newsletter. Ed Coffin thought UBR and UBx were not a good match for doing the newsletter. Clem moved that the motion to partner with UBR for doing the newsletter be rescinded. Passed.

Robin: several business people in UBx don't use email or facebook regularly; some meetings can be used to get them up to date in technology.

Signage, gateway & directional: incorporate the logo; fewer words better for readability. Chris and Clem will check with landowners and possibly DOT about replacing the signs.

Directional signs will be dealt with later.

TIF Amendment.

Review of 3 tiers of Authorized Costs in TIFs (see attached) and see statute wording (attached).

Timeline for Admendment. Will work on after other projects getting done.

Maine Certified Business Friendly Community

Noreen explained benefits of being certified.

Noreen showed list of key elements to review in your community for both branding purposes and TIF funded improvements.