

ECONOMIC DEVELOPMENT WORKSHOP-September 23, 2014

Attendees: Denise Griffin, Bill Hamblen, Wendy Wolf, Russ Hoffman, Jay D. Warren, Thomas Woodin, Steve Ham, Steve Lewis, Doug Burnham, Dale Harmon, Jim Chaousis, Bob Faunce, Mary Ellen Barnes and Scott Benson (MCEDD), Mike Tomko.

Meeting began at 6:01 PM

Bullet points discussed:

Norms

- One conversation at a time
- Be polite
- Silence cell phones
- Everyone participate
- Non judgmental
- Stay on topic

Options and considerations regarding a Planner position

(Asked of Mary Ellen, Bob and Scott)

Mary Ellen

What works in our communities?

What economic development ideas do you have?

We have to identify what economic development we want.

Bob F. discussed what Lewiston Auburn did years ago. It was cooperating together to create a business park, share the expenses and share the tax revenue.

Scott B. discussed that constituent buy in is necessary along with the elected officials support.

Elected officials come and go so the continuity has to come from the public.

It will take a long term financial commitment.

His recommendation was "clarity, commitment, consistency"

There was considerable discussion on what services LCP and MCEDD offer for free or for hire.

Mary Ellen suggests forming a regional economic development committee (joint towns) that comes up with an economic development strategy and a mission statement.

Scott recommended that business attraction, retention and expansion should be part of that strategy.

Build on what we have. Where are we strong? Be clear on why we are doing this?

There was discussion of a memorandum of understanding between the towns regarding the roles and expectations of the committee and it's members.

Mary Ellen, Bob and Scott were all asked to provide a list of what their organizations “have done that has touched our communities”.

The next meeting is scheduled for October 21st at 6 PM

Branding update by Mike Tomko

Introduction of draft logo and tag line (recommended by the walkability study of October 2012)

Without publicizing the draft logo and tag line, there was considerable discussion on both. The tag line appeared to be well received by the majority. It was suggested that the logo didn't make you think of Maine or Boothbay. Its colors had more of a tropical theme which didn't seem right for the area. It was also suggested that it wasn't unique enough, that it looked like a Florida vacation and the promise of good weather.

Mike suggested that the group wants to roll out the “right” product, not just get something out there because of timing or funding. It appears that the logo is going to get revisited.

Meeting adjourned at 7:45 PM

TKW