

TOWN OF WATERBORO

Economic Development Committee

MEETING MINUTES

Thursday, June 25, 2009, 3:30 to 5 p.m.
Waterboro Town Hall Annex

The meeting was called to order at 3:40 p.m. by President, Chris Binette.

ROLL CALL

Sue Rocray, Dianne Holden, Leo Binette, Doug Foglio, Tom Ursia, Chris Binette and Kerry DeAngelis. Guests Cindy Moore and Gordon Littlefield.

Dianne motioned to approve, Sue seconded to approve minutes of 6/11/09 as written. Passed

OLD BUSINESS

1. Welcome signs

Tom said a town welcome sign project is very complicated and that there are many pieces to it. He put three signs up on the board for discussion. Kerry provided handouts at previous meeting showing samples of both area welcome signs and some different types/shapes of signs for discussion. A young man in town had given some time in creating a potential sign that was never funded (A). Tom went over some costs.

A. 5' x 7' circular sign about \$1,000. (\$64 per sq. foot two-faced)
on 1/8" aluminum. Aluminum is 2-dimensional as opposed to carved wood.

B. "Welcome to Gardiner" 4' x 6' sign on 2 inch cedar with carved letters.
Sign without granite posts, lighting or landscaping. Just under \$3,000 (\$82 per sq. ft.)

C. "Town of Wells" mahogany, carved wood & gold leaf
\$135 per sq. ft. Sign was done by a coastal company with much higher costs.

Tom reminded that there are a lot of variables. Posts: Granite is permanent and never has to be touched. Landscape options: there are basic and then there are attractive.
(Used Biddeford Savings as an example of an attractive property because of landscaping.)

There were discussions about what Waterboro's sign should say and/or include. Doug suggested using the town seal. Leo suggested something simple and elegant. Granite was discussed. Tom said there are other options if the cost is too much. Chris really likes town of Wells sign.

Tom said given the DOT setback standards, readability at a certain speed and number of words, we would need at least a 4x6 or a 5x7.

Discussion about town seal. Should we update it?

Possible verbage for sign: "Welcome to Waterboro, Est. 1787," "Waterboro Welcomes You," "Entering Waterboro"

Where will we get funding for signs?

Chris said we might be able to use up to \$10,000 from the Conservation Fund Account. Doug said this would have to go through the Conservation Commission which doesn't exist so the BoS would have to approve the expenditure. Doug said they had \$3,000 for signs and money to put a bus parking area on Ossipee Hill Road. Cindy said you need to say where the money comes from if you want support.

Tom suggested having a prototype done in the meantime. Said doing a prototype is valuable and can get more support for it once we have it.

Doug said 3 major signs should cover it. Doug reminded the first step was to go to the Planning Board and get their permission. Leo thinks we could do three signs for about \$6,000. Doug mentioned lighting. Chris mentioned solar lights that hang from the top.

Kerry will put together some sign layouts to discuss at the July 9th meeting.

NEW BUSINESS

1. Five potential questions for bankers' meeting

Doug:

1. What ways are they going to offer to participate in terms of economic development?

2. Are they willing to work in a cooperative effort to build a spec site?

As part of the banks' charters they are supposed to contribute to their community

Sue:

3. Can the banks help to make a business park a reality?

Tom:

Suggested having a step-by-step process and a plan before we ask them to build a spec site.

4. Would you like to participate in funding the expenses to help us put together the plans for a business park? To become a partner you need to know what you are becoming a partner of.

Leo said we want to know that if a client comes they will do everything in their power to help with the financing.

Chris mentioned knowing the threshold for what banks are willing to lend. Doug thinks we aren't attracting businesses because they can't afford to build. Tom said we should not be trying to change the banks rules. How can they become good partners with us? If they have ownership in the beginning of something good they will want to participate. Doug said that the town should be offering TIFs to attract business. Tom said if a large business makes a commitment to this community, they will be talking about tiffs and Pine Tree Zone. We need to do better than our surrounding communities.

Sue:

5. Will you help us court a potential new business owner coming to town?

Doug thinks that the 3 small banks should be willing to be part of a cooperative effort for large funding and if not we might be forced to go outside to the big banks.

Sue mentioned federal regulators. Banks have to jump through hoops to get approval. Sue thinks banks are doing a lot in the community, like helping with the library. Maybe banks don't toot their own horn enough. Maybe we should thank them for what they are doing before we attack them for what they aren't.

6. Do you have any programs to offer to help finance small businesses?

Kerry:

7. What do they see in other communities that we could do here? What would they like to see happening in Waterboro in terms of Economic Development.

Tom suggested a dress rehearsal for the bankers' meeting. Community Investment Act has driven how banks give back. We should be showing gratitude to what the banks have done.

Dianne suggested that Tom should be our spokesman at the bankers' meeting. Tom said the questions need to be refined first. Tom suggested that Sue and him craft the questions together for the next meeting.

Motion to adjourn by Chris. Dianne seconded. Meeting adjourned at 5:20

REMINDERS

Next Meeting: Thursday, July 9 from 3:30 to 5 p.m., Waterboro Town Hall Annex

Respectfully Submitted by Kerry DeAngelis, EDC Secretary