

## Minutes, Bucksport Economic Development Committee – June 14, 2016

*Attending: David Kee (chair), Andy Lacher, Mark Eastman, Larry Wahl, Paul Rabs, Linda Plourde, Frank Dunbar, Joel Wardwell, Daphne Eyerer, Don Houghton, Jeff Hammond and Rich Rotella.*

David Kee called the meeting to order at 5:00pm. May minutes were reviewed and the minutes were accepted by Paul Rabs and seconded by Andy Lacher.

**Presentation by Doug Finck from WABI TV:** Doug spoke to the group about creating a public/private partnership to combine resources for an advertising campaign to serve the Town (public) and the individual merchants (private) who participate. The idea would be to make a 30 second commercial of which 18 seconds would be for the Town (could be contiguous or broken up) and 12 seconds would be for business promotion. Each package would consist of the Town and one merchant. Commercials would be aired 32 times per package, up to 10 packages for a total of 320 commercials which would air over a 2 month period or 40 commercials a week over 8 consecutive weeks. This would be a 60/40 split for cost. There are 2 components for the cost 1) the creation of the commercial and 2) the charge to run the commercial on the television station. The creation of the 30 second commercial would be a one-time charge of \$500. Each time an individual merchant signed on there would be a charge of \$250 for the filming of the merchant's part of the commercial. Some of the commercials would run on WABI local news, CW local news, Primetime on CW, and Daytime on CW. If we had 10 merchants, the Town's share would be \$810 for each merchant that signed on meaning \$810 x 10 would be \$8,100 plus \$500 for making the commercial for a total cost to the Town of \$8,600. Each merchant would be on the line for \$560 as their portion. WABI still has footage from last year including from the drone which helped to cut down the cost. Any type of business could participate as it doesn't only need to be retail merchants.

David Kee opened the floor for discussion. Rich mentioned he heard a similar presentation from WLBZ through the Chamber (WLBZ wanted to focus on Bucksport, Madison, Old Town, Lincoln and Kathadin area) and Rich thought he would email both presentations to the group. Mark Eastman asked what time frame we were dealing with for the airing of the commercials. Joel Wardwell asked if both channels had a similar partnership between the Town and merchants. Linda Plourde said that she didn't like WLBZ theme and she would like to stay away from grouping us with the other former mill towns. Mark questioned if we could advertise through another medium such as social media. He thinks a lot less people watch television. Linda said we would lose a lot more viewers in the summer because everyone is busy. Mark said with social media campaigns there can be links to other things, so we may get more bang for our buck that way rather than little slices on television. Larry Wahl thought it was too pricey. Linda said she has seen the commercials over the years and they are nice but a different package that was less costly would be just as nice. The item was tabled for the July meeting.

**Code Enforcement Officer Update:** Jeff Hammond gave a presentation on the sign panels (which will be located at Picnic Point), 3 of which are just about done and 2 which are still in the rough draft shape and he would like the group's feedback. Jeff showed a picture, which was taken earlier in the day, of the site which shows the 5 sign structures, the light and the center post which has the cities and their distance from Bucksport. The five titles for the panels are listed below:

- 1) **Rich in Heritage:** talks about things in the Town's past and relating to Bucksport's tie to the river.
- 2) **Times of War:** talks about Penobscot Expedition and Fort Knox.
- 3) **Of Ships and Men:** talks about the history of the shipping industry in the Town and Admiral Peary.
- 4) **River of Life:** talks about plants and wildlife found along the bay.
- 5) **Looking to the Future:** talks about the future of the town in relationship to the river.

The “Rich in Heritage” and “Looking to the Future” panels are still in the rough draft stage but the other 3 have just about been completed by the graphic artist, Asha Fenn.

Linda asked if Jeff could send us an email copy of the 3 panels that are mostly complete and Jeff said that he would send it to the group. Joel asked what the size the panels were and Jeff said they were 40” wide by 24” tall. David Kee asked if the money was allotted for the panels and Jeff said they have already been paid for through the grant money. The original plan was for 6 panels with 1 being entirely devoted to the Penobscot Nation. Jeff decided to eliminate the panel because he had very little content and wasn’t getting content from the tribal historian. He spoke recently to the tribal historian who is now prepared to give Jeff all sorts of content and Jeff wanted to know what the group thought about adding another panel devoted solely to Penobscot Nation at some undetermined location on the Waterfront. The cost would be \$870 which would include the sign structure, panel and printing. The installation would be done by the Town with a minor expense but the project would need to be entirely funded. Linda asked if we were funded for 6 panels. Jeff said we had money left over in the grant but it ended up going to the library restoration project meaning if we wanted to go forward with this that we would need to go to the Town Council. Linda asked if there was room for a 6<sup>th</sup> panel at the current location. Jeff thinks it would be difficult because everything is already balanced. Jeff did say it could be done differently and wouldn’t have to look like the other panels. He said it could be done with different material and it could be done with different material and a different size. Joel asked if it could be done in the granite with a plaque like others that are scattered on the waterfront. The historian told Jeff that he had 2 pages of content on the Penobscot River history and what it means to them. David Kee asked if there could be some editing on what he has already to reflect the message the Penobscot Nation has about the river. Joel said we need to make sure we are historically accurate on all the panels. Jeff said once the Economic Development Committee is satisfied with the panels that he will bring them to the Town Council for one last review before they are printed and installed. Jeff is hoping we could have them up in time for Bay Festival.

**Heart & Soul Update:** Rich mentioned the group marched in the Memorial Day Parade and that the next meeting would take place on June 22, 2016 from 7-9pm with Jane Lafleur in attendance. The group has planned 5 neighborhood block parties that are strategically placed in different areas:

- 1) Tuesday, July 19<sup>th</sup> @ Reggie Ginn Field from 5:30 – 7:30
- 2) Tuesday, August 16<sup>th</sup> @ Town Pool Parking Lot from 5:30 – 7:30
- 3) Sunday, September 18<sup>th</sup> @ Rod & Gun Club from 4 – 6 (tentative)
- 4) Sunday, October 16<sup>th</sup> @ Bucksport Golf Course from 4 – 6
- 5) Sunday, November 13<sup>th</sup> @ Arey Center from 4 – 6

**Old Business:** Rich is waiting on quotes from Bennett Painting for sandblasting and painting the posts at Heritage Park and from Banner City Graphics for sign. David Kee we need better signage throughout town. Rich said he took photos of deteriorated “Water Access” sign and sent them to MDOT asking what was needed to get the sign replaced including cost. Rich was still awaiting a response from Chip Kelley. Rich researched cost of yellow signs that are around Town during spring – fall seasons and found the cost to be \$200 including hardware and will be purchasing some of those this month. Paul Rabs asked if we had any response from any of the internet providers as of now still have only heard from Fair Point. Rich said he has had no response from Time Warner Cable, Red Zone Wireless or Pioneer Broadband. Rich said he will reach out to other agencies. Paul gave an update on the Fair Point presentation that he and Rich heard last month.

**New Business:** Rich mentioned that Huckleberries Card & Gift will be moving into the former Daffodil’s building in mid-July. Harbor Tours (boat is named the Yankee) will be coming the week of June 20<sup>th</sup>.

Melissa Terry will be operating the boat on Wednesdays and Thursdays out of Bucksport. Nimby (located in the industrial park) has been sold to Evergreen Recycling last Friday to John DiVencenzo. Verona Wine & Design has its Grand Opening on Saturday, July 25 and then will hold regular hours on Tuesday – Sunday from 11am – 9pm. Only 1 bid came in for the Heritage Park expansion so that will be going back out to bid. Home sales in the RSU 25 market from January 2015 – June 3, 2016 have seen 50 real estate transactions. 19 of these were from buyers who were out of state. Reasons for moving to the area included quality of life, returning to roots, jobs and community. David Kee mentioned Wednesdays on Main begins tomorrow with the puppet show at the Alamo Theater from 5:30 – 7. Linda mentioned the Silver Lake meeting on Monday, June 20 at 6pm at the Arey Center. Rich mentioned the Groups meeting on Tuesday, June 21 at 5:30pm in the Heart & Soul Headquarters. Andy mentioned he liked holding the meeting in the Heart & Soul building and Frank Dunbar agreed.

**Adjournment:** Frank Dunbar made the motion at 6:13pm and it was seconded by Linda Plourde.

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Submitted by Rich Rotella

***Next BEDC Meeting is scheduled for Tuesday, July 12th @ 5:00 pm***

***Heart & Soul Headquarters at 72 Main St.***