

---

# Yarmouth Economic Development Advisory Board

---

---

## Board Meeting

Board Meeting Agenda

Thursday, December 8, 2016

12–2 PM, Community Room, Town Hall

---

## Purpose

To review and finalize the logo recommendation, community profile for the marketing materials. To begin discussion on the TIF Development Fund Budget for FY18.

## Meeting Framework

- Marketing Yarmouth
- TIF Development Fund Budget FY18

## Agenda

- |   |          |
|---|----------|
| 1. Call to Order  | 12:00 PM |
| 2. Approval of EDAB Meeting Minutes, October 26, 2016   |          |
| 3. Economic Development Speaker Series – Five County Credit Union <ul style="list-style-type: none"><li>▪ Speaker: Mike Foley, VP, Sales &amp; Business Development</li></ul>   |          |
| 4. Economic Development   | 12:30 PM |
| <ul style="list-style-type: none"><li>▪ Patriot Insurance</li><li>▪ Dandelion Catering</li><li>▪ Business Development Update</li></ul>  |          |
| 5. 2016 – 2017 Economic Development Priority Initiatives  | 12:45 PM |
| <ul style="list-style-type: none"><li>▪ Economic Development Tools<ul style="list-style-type: none"><li>✓ TIF Development Fund: Process &amp; FY18 Budget</li><li>✓ Local Development Corporation (LDC)</li><li>✓ Grants, Loans, Revolving Loan Fund</li></ul></li><li>▪ Commercial Development &amp; Mixed Use Housing<ul style="list-style-type: none"><li>✓ Planning, Codes, Zoning &amp; Main St. Parking</li></ul></li><li>▪ Marketing Yarmouth<ul style="list-style-type: none"><li>✓ Brochure, logo, website, social media</li></ul></li><li>▪ Business Development<ul style="list-style-type: none"><li>✓ Business Outreach &amp; Visitation</li></ul></li><li>▪ Arts &amp; Culture</li></ul> |          |
| 6. New Business   | 1:45 PM  |
| 7. Executive Session pursuant to 1 M.R.S.A. §405(6)(f)  | 1:55 PM  |
| 8. Adjourn  | 2:00 PM  |

## Strategic Priorities & Outcomes / Next Steps

- Business Outreach & Visitation Program: pilot program visitation
- Marketing Yarmouth – develop materials and action plan
- Local Development Corporation – research models, make recommendation

## Materials

- \* Meeting Agenda
- \* Minutes, October 26, 2016
- \* Marketing Materials
- \* TIF Budget FY18 Discussion

## Board Members

Chair, Peter L. Haynes

Vice Chair, Deborah Wathen-Finn

Jim Costello

Anita Demetropolous

Ted O'Meara

Brett Williams

Pam DiPietro-Hale, Ex Officio

Rob Waeldner, Town Councilor

## Staff

Denise Clavette,

*Economic Development Director*

Nat Tupper,

*Town Manager*

---

# Yarmouth Economic Development Advisory Board

---

## Purpose

To review and finalize pilot program for business outreach and visitation program, review marketing Yarmouth initiative drafts. To discuss Main Street parking issue, and support for Main Street parking study.

## Meeting Framework

- Business Outreach and Visitation
- Marketing Yarmouth
- TIF Development Fund Support for Main Street parking study

## Agenda

### 1. Call to Order

Chair Peter Haynes called the meeting to order at 12:00 pm

### 2. Approval of EDAB Meeting Minutes, September 21, 2016

*Motion made by Anita Demetropolous to accept the minutes of September 21, 2016 meeting, second by Ted O'Meara, motion carried.*

### 3. Economic Development

Denise Clavette gave the economic development and business update:

- **Patriot Insurance:** officially closed on the Down East Village property; will soon begin demolition. Anticipated to have full occupancy by fall 2017. There is an additional 10000+ SF of Class office space that will be available. D. Clavette will be working with Patriot to help find a tenant(s).
- **Dandelion Catering:** D. Clavette has been working with Dandelion Catering for over a year; Dandelion Catering has decided to expand where they are currently located in Sparhawk Mill. A very successful catering business, they will expand their catering operations, and develop a new 30 – 40 seat restaurant, including a small bar area.
- **Business Development Update**
  - Joleen Estabrook, John Williams and D. Clavette are conducting screening interviews for the Chamber of Commerce Executive Director interviews. The field has been narrowed, with continued screening interviews through November 1<sup>st</sup>. Second round interviews November 3<sup>rd</sup>, with goal to have final candidate(s) to full Chamber Board by end of November, and an ED on board by end of December 2016 / early January 2017.
  - D. Clavette will be teaching an economics class at Yarmouth High School; this is the second year.
  - D. Clavette spoke at the Village Improvement Society

---

## Board Meeting

Board Meeting Minutes

Wednesday, October 26, 2016

12–1:30 PM, Merrill Memorial Library,  
3<sup>rd</sup> floor Board Room

---

## Materials

- \* Meeting Agenda
- \* Minutes, September 21, 2016
- \* Marketing Materials
- \* Business Outreach & Visitation Program Outline

## Board Members Present

Chair, Peter L. Haynes  
Vice Chair, Deborah Wathen-Finn  
Anita Demetropolous  
Ted O'Meara  
Brett Williams  
Pam DiPietro-Hale, Ex Officio  
Rob Waeldner, Town Councilor

## Staff

Denise Clavette,  
*Economic Development Director*

- meeting, to discuss initiatives that the VIS could take on.
- D. Clavette has been invited to serve on the Board of Directors for the Economic Development Council of Maine, and has accepted the nomination. Voting of the EDCM membership in December.
- Nicola's Home is moving out of its current location near Royal River Grill House, to their home and repurposed barn. The barn will accommodate both Nicola's Home and Harnden Commercial Brokers as a home occupation.
- 2<sup>nd</sup> Floor of 189 Main Street, the Gather Building is currently unoccupied and available.
- Woodhull Public House is going into 30 Forest Falls Drive
- Yarmouth Rowing Club is looking for space for the winter.
- A communication plan will be formulated for D. Clavette, and economic development to receive information from Planning & Codes on businesses relocating to Yarmouth, expanding, needing assistance with signage, etc.

#### 4. 2016-2017 Economic Development Priority Initiatives

Chair P. Haynes and D. Clavette previously discussed the need to revisit EDAB priorities and discuss any changes that should be made monthly. EDAB discussed that information is not regularly going to the Town Council, other than through Town Councilor Rob Waeldner's updates to the Town Council, and through the EDAB agendas and minutes. Discussion included recommendation that Town Manager should report back to the Town Council, and that EDAB / D. Clavette report back to the Town Council on a quarterly basis.

- **Economic Development Tools**

- ✓ **TIF Development Fund**

- No update on TIF Development Fund, other than Main Street Parking Study request discussed further in the meeting.

- ✓ **Local Development Corporation (LDC)**

- This item was tabled until the November meeting.

- ✓ **Grants, Loans, Revolving Loan Fund**

- No update.

- **Commercial Development & Mixed Use Housing**

- ✓ **Planning, Codes, Zoning & Main St. Parking**

- Parking on Main Street continues to be an issue. D. Clavette requested that some of the TIF money allocated for EDAB projects this year be spent on a formal parking study; the study would go through an RFP process.

- Motion made by Anita Demetropolous to support a Main Street Parking Study, for Main St. from the waterfront to corner of Elm Street with a cap of \$20,000 to come from the \$45,000 2016 TIF Development Fund allocation. Second by Deborah Wathen-Finn, motion carried.*

- P. Haynes & Deborah Wathen-Finn will work with D. Clavette and town staff to develop the RFP and review staff's scope of services.

- **Marketing Yarmouth**

- ✓ **Brochure, logo, website, social media**

- There was no re-designed brochure as the logo design should be completed prior to the brochure re-design. Comments and feedback were provided on the 3 logos presented. Comments will go back to designer for further

changes. Feedback on the 3 logo designs as follows:  
*First logo, tree with the sun:* rounded font fits with the leaves, the sun was liked by the majority and they felt the green and blue swish represented pathways and water. The leaves reminded them of the character Pac-Man, they felt there were too many colors, the Y in particular in that font style was not liked and one member said it reminded her of another logo from a local private school.  
*Second logo, tree without the sun:* liked the font; but not in black, they wondered what it would look like with the blue and green wave from the first logo; but without the sun. Felt the trees leaves looked like they were exploding with energy. It was youthful, current and positive. Some felt it was too stark and again had the Pac-Man leaves.  
*Third logo; different tree with orange:* liked the font; it felt like a font that represents a town; had a civic feel to it. Liked leaves better than the other trees. Felt the different colors and sizes of the leaves were a good representation of the diversity in a town, yet too many colors.  
*General Comments:* liked that in the first 2 trees the trunk looked like a Y. Liked the colors in the first 2 trees; but also liked the orange which stands out. How would the leaves on the 3<sup>rd</sup> tree look on the first tree's Y trunk? Liked the green and blue swish. What would it look like without the sun; or maybe smaller. Overall the font on tree 3 was the favorite. Some liked the fully justified font in tree #3; but they would like to see how that font would look with Maine right justified.

D. Clavette provided a summary of the recommended changes the marketing committee proposed including incorporating the logo (once finished), updating the community profile, downsizing the website drop down menus and streamlining the departments and services.  
*Motion made by Brett Williams to approve what the marketing committee has recommended for improvements, second by Ted O'Meara, motion carried.*

Consultant Katharine Kranich and the marketing Yarmouth EDAB team, recommended that Social Media be consolidated. Police & Fire would retain their Facebook pages; but the Town, Planning Board, and Town Council pages would be consolidated.  
*Motion made by A. Demetropolous to approve the consolidation, second by D. Wathen-Finn, motion carried.*

- **Business Development**

- ✓ **Business Outreach & Visitation**

- The letter has gone through the final revision. The motion last month was to reach out to 10 businesses. When D. Clavette and N. Tupper discussed pilot businesses, the list it grew to 20+ when other things were factored in such as reaching across industries, different geographic areas, and already existing business relationships within the Economic Development

Department. The Business Visitation and Outreach team, recommend that one EDAB member attend the visitations with D. Clavette, as many of the questions that surface are more specific to economic development. The survey has been reduced to 2 parts. Part 1 will be mailed out; it is 3 pages long. Part 2 will be taken to the face to face meeting to drill down into more specifics during the meeting.

*Motion made by D. Wathen-Finn to endorse the Business Visitation and Outreach program as presented, second by A. Demetropolous, motion carried.*

- **Arts & Culture**

No update.

**5. New Business**

No new business was discussed

**6. Executive Session pursuant to 1 M.R.S.A. §405(6)(f)**

*Without objection, the EDAB went into Executive Session at 1:25pm; and EDAB came out of Executive Session at 1:43pm. No action was taken.*

**7. Adjourn**

Without objection, the meeting adjourned at 1:45pm.

## Strategic Priorities & Outcomes / Next Steps

- Business Outreach & Visitation Program: training, business invitation
- Marketing Yarmouth – develop materials and action plan
- Local Development Corporation – research models, make recommendation



## TOWN OF YARMOUTH

200 Main Street · Yarmouth · Maine · 04096

**Denise M. Clavette**  
Economic Development Director  
(207)846-2401 · Ext. 227  
dclavette@yarmouth.me.us

### MEMORANDUM

**TO:** Nat Tupper, Town Manager  
Yarmouth Town Councilors

**FROM:** Peter L. Haynes, Chair, Economic Development Advisory Board

**DATE:** March 16, 2016

**RE:** Advisory Recommendations  
Tax Increment Financing (TIF) District Project Priorities for Development Fund Revenues  
Economic Development / TIF Budget Recommendations

On behalf of the Economic Development Advisory Board (EDAB), I am providing our collective recommendations on the Tax Increment Financing (TIF) District project priorities for the anticipated development fund revenues. At our February 17, 2016 meeting, Denise Clavette, Economic Development Director, facilitated a prioritization discussion of the consolidated development program projects from the Downtown, Route 1 North and Route 1 South District TIF applications. Both the TIF Development Program and the TIF Economic Development Program were prioritized, and we believe the outcomes reflect the action plan matrix strategies from the Market Analysis report. Below are the priorities we chose after careful review. We feel confident endorsing them for your consideration as well:

#### **TIF TOTAL PROJECT LIST PRIORITIES** *(consolidated from the 20+ projects list in each TIF District)*

##### **TOP 3 PRIORITIES**

1. Economic Development
2. Connectivity: Bike-Ped Sidewalks, Parking
3. Streetscape Improvements, Gateways

##### **MEDIUM PRIORITIES** – *(were rated equally)*

4. Bus Shelters, Transportation Amenities
5. Harbormaster Office, Piers, Floats & Tourist Boater Amenities

##### **LOW PRIORITIES** – *(rated high to low, with 7 & 8 rated equally)*

6. Credit Enhancement Agreements
7. Stormwater, Sewer Infrastructure, Underground Utilities, GIS
8. Road & Intersection Improvements
9. Natural Gas, 3-Phase Power, Broadband, E-Generation
10. Municipal Equipment

*“Our Latchstring Always Out”*

[www.yarmouth.me.us](http://www.yarmouth.me.us)

**TIF ECONOMIC DEVELOPMENT PROGRAM PRIORITIES** *(consolidated from economic development list)*

**TOP PRIORITIES**

1. Economic Development Director (Salary & Overhead)
2. Economic Development Studies: i.e. Strategic Plan, Arts District

**MEDIUM PRIORITIES – (priority 3 & 4 rated equally)**

3. Market Yarmouth
4. Capitalize a Revolving Loan Fund
5. Grant Match for Projects
6. Local Agriculture, Farmers' Market (hard costs)

**LOW PRIORITIES – (priorities 7, 8 & 9 rated equally)**

7. Legal Costs
8. Economic Dev. Support Staff (salary, pro-rated, part time)
9. Fund Eco-Tourism
10. Town Manager, Planner, Finance – Pro-Rated Salaries

With these outcomes, the Board is now poised to support and endorse the Town Manager's Economic Development / TIF Budget – as the budget is aligned with the TIF total project list top priorities (economic development, connectivity, streetscape) and the economic development top priorities (economic development director, economic development studies).

Therefore, assuming State of Maine's Department of Economic and Community Development's approval of the Town of Yarmouth's three TIF Districts, the Economic Development Advisory Board is pleased to endorse and recommend the Town Manager's Economic Development / TIF Budget for FY17 as follows:

- Funding the Economic Development Department's budget (Director's salary, department expenditures, special projects, legal and consulting fees) of \$138,724;
- Funding capital projects (to be determined and as fund revenues are available) of \$45,000;
- Funding the local match of the Bridge project (Main Street / Route 1 connectivity component) of \$120,000 for year one of two; and the balance of \$121,000 for year two of two in FY18.

Thank you for the opportunity to be a part of making Yarmouth the special place that it is for our businesses and residents, and for the opportunity to shape and guide economic development moving forward.

TIF FUNDS TRANSFERS FOR PW PROJECTS		2016/17	2017/18	2018/19	2019/20	2020/21	2021/22
A	TIF Funding Projects (Transfer from Development Fund)	\$70,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000
B	TIF Funding Projects (Transfer from Development Fund)	\$120,000	\$121,000				
C	TIF Funding Projects (Transfer from Development Fund)		\$70,000				
D	TIF Funding Projects (Transfer from Development Fund)			\$150,000	\$150,000	\$150,000	\$150,000
E	TIF Funding Projects (Transfer from Development Fund)			\$75,000			
F	TIF Funding Projects (Transfer from Development Fund)					\$450,000	
	TOTAL	\$190,000	\$221,000	\$255,000	\$180,000	\$630,000	\$180,000
B	Route OneMain Street Overpass Project	\$0	(\$200,000)	(\$41,000)	\$0	\$0	\$0
A	School Street Sidewalks at Library	(\$30,000)	\$0	\$0	\$0	\$0	\$0
A	Main St Sidewalks- Center to Elm	(\$40,000)	\$0	\$0	\$0	\$0	\$0
C	Exit 17 traffic Signal	\$0	(\$68,000)	\$0	\$0	\$0	\$0
A	Village and Rte 1 Ped/Bike	\$0	(\$30,000)	(\$30,000)	(\$30,000)	(\$30,000)	(\$30,000)
D	Complete Streets projects- TBD (Alex)	\$0	(\$10,000)	(\$10,000)	(\$10,000)	(\$10,000)	(\$550,000)
E	Replace Harbor Building (50%)	\$0	\$0	(\$75,000)	\$0	\$0	\$0
F	Forest Falls Drainage project (cost TBD)	\$0	\$0	\$0	\$0	(\$450,000)	\$0
	TOTAL	(\$70,000)	(\$308,000)	(\$156,000)	(\$40,000)	(\$490,000)	(\$580,000)

~~~~~

|                                        |         |             |             |             |             |             |             |
|----------------------------------------|---------|-------------|-------------|-------------|-------------|-------------|-------------|
| TOTAL TIF Funds Estimated              | Bal     | \$0         | \$122,373   | \$464,195   | \$766,474   | \$1,148,220 | \$1,079,444 |
| 30,555,300 0.01706 \$521,273           | New Rev | \$521,273   | \$780,000   | \$787,800   | \$795,678   | \$803,635   | \$811,671   |
|                                        | Total   | \$521,273   | \$902,373   | \$1,251,995 | \$1,562,152 | \$1,951,855 | \$1,891,115 |
| Ec Development Office (1.5) (roughly)  |         | (\$163,900) | (\$167,178) | (\$170,522) | (\$173,932) | (\$177,411) | (\$180,959) |
| EDAB Projects TBD                      |         | (\$45,000)  | (\$45,000)  | (\$55,000)  | (\$55,000)  | (\$60,000)  | (\$60,000)  |
| Farmers Mkt Support                    |         | \$0         | (\$5,000)   | (\$5,000)   | (\$5,000)   | (\$5,000)   | (\$5,000)   |
| Transfers for PW Projects (A-F, above) |         | (\$190,000) | (\$221,000) | (\$255,000) | (\$180,000) | (\$630,000) | (\$180,000) |
| OTHER TBD                              |         |             |             |             |             |             |             |
| TOTAL USES OF FUNDS                    |         | (\$398,900) | (\$438,178) | (\$485,522) | (\$413,932) | (\$872,411) | (\$425,959) |
| Ending Bal                             |         | \$122,373   | \$464,195   | \$766,474   | \$1,148,220 | \$1,079,444 | \$1,465,156 |
| Running Year End Balance               |         | \$122,373   | \$464,195   | \$766,474   | \$1,148,220 | \$1,079,444 | \$1,465,156 |

Available for Special Projects as identified and prioritized by EDAB and the Town Council: e.g. Revolving Fund, direct investment, Arts District/Center, Village and Route 1 Streetscape and parking, building rehab.

Office Expense Worksheet

|                                                                                       |           |           |           |           |           |           |
|---------------------------------------------------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| Denise                                                                                | \$78,000  | \$79,560  | \$81,151  | \$82,774  | \$84,430  | \$86,118  |
| Wendy x .5                                                                            | \$21,000  | \$21,420  | \$21,848  | \$22,285  | \$22,731  | \$23,186  |
| Benefits @40% est.                                                                    | \$39,600  | \$40,392  | \$41,200  | \$42,024  | \$42,864  | \$43,722  |
| Office expenses- supplies, dues, phone training etc                                   | \$2,300   | \$2,346   | \$2,393   | \$2,441   | \$2,490   | \$2,539   |
| Legal and Professional                                                                | \$15,000  | \$15,300  | \$15,606  | \$15,918  | \$16,236  | \$16,561  |
| Special Projects (e.g. software, marketing materials, forums, studies, designs, etc.) | \$8,000   | \$8,160   | \$8,323   | \$8,490   | \$8,659   | \$8,833   |
|                                                                                       | \$163,900 | \$167,178 | \$170,522 | \$173,932 | \$177,411 | \$180,959 |

# COMMUNITY PROFILE

*Updated for 12/1/16*

What if you could live in a beautiful, coastal New England village with the convenience of a city and the charm of a small town? What if you could build your business in one of the country's growing technology sectors, at the intersection of major routes and among other nationally ranked businesses? Yarmouth, Maine could be exactly what you are looking for!

Incorporated in 1849, Yarmouth is located in Cumberland County, 12 miles north of Portland, Maine's largest city, and only 16 miles from Portland International Jetport (PWM). Easy access to I-295, the U.S. Route 1 corridor, Routes 88 and 115 makes Yarmouth an ideal place to live and to work.

Yarmouth boasts a vibrant downtown, a growing arts community, corridors of retail and commercial developments, and a working waterfront. With so many amenities and diversity in resources, it's no wonder Yarmouth's per capita growth outpaced the State in recent years.

Yarmouth is home to one of New England's top public educational systems, highly-rated private schools, and plentiful open spaces, parks and trails. We proudly welcome diversity of incomes and backgrounds, and find that diversity is a key factor in Yarmouth's vision of growth and opportunity for the future. Most importantly, our residents take pride in serving the community, local organizations and schools. We offer outstanding health care services locally, including primary care physicians and diagnostics.

Yarmouth's village atmosphere and bustling creative scene attract nationally ranked businesses from around the country. We are the proud home of Garmin (a mapping, GIS, satellite communication, digital data technology company) and Tyler Technologies (the largest company in the nation focused on integrated software and technology for the public sector), as well as Wyman Energy Station (a subsidiary of NextEra Energy Resources). According to the 2014 Esri Business Summary, source information from Dun & Bradstreet, Yarmouth has 754 businesses, with 3,346 employees.

With so much to offer and build upon, Yarmouth, Maine could be the right choice for you or your company! For more information on economic development, visit: \_\_\_\_\_



**YARMOUTH**  
**M A I N E**

Yarmouth  
Maine



**YARMOUTH**  
**M A I N E**

*Yarmouth Maine*  
ESTABLISHED 1849

**YARMOUTH  
MAINE**

