

**Town of Waldoboro**  
**Economic Development Committee (EDC) Meeting Minutes**  
**Municipal Building - 1600 Atlantic Highway**  
**January 13, 2011 at 10:00 a.m.**

1. **Call to Order** - This meeting was called to order by Misty Gorski. **Members present:** Planning & Development Director Misty Gorski, Jen Merritt, Elaine Abel, George Seaver, John Lawrence, and Dana Dow at 10:30 AM.
2. **Minutes from 12/9/10 & 12/16/10** – On the motion of Abel/Merritt, the Committee voted 3-0-1, Seaver abstained, to approve the regular meeting minutes from December 12/9/10. On the motion of Merritt/Abel, the Committee voted 4-0 to approve the regular meeting minutes from December 16, 2010.
3. **Brief citizen comment (items not on agenda)** – None.
4. **Budget review fiscal year 2012:** The Committee reviewed FY 2011 Budget and discussed the budget for FY 2012. Gorski informed the group that department heads had been advised not to budget for more than the previous year because the general budget was limited. She did say that if there were specific items the Committee felt needed to be included she would put them in the budget and endorse the expense during the budget review process. \$4,560 was budgeted for FY 2011 and approximately \$897.06 was spent to date. The Committee reviewed specific items and discussed taking out any items we may not need. Abel stated that it would be nice to present a smaller budget to the budget committee. The Committee also discussed reallocating expenses to replenish marketing brochures and other related items. The Committee is responsible for marketing the town; Merritt advised to keep these expenses in the budget. On the motion of Merritt/Abel the Committee voted 4-0 to remove the planning consultant item from the budget, as well as the 8' tabletop conference display unit for clarity sake, and request level funding on the other line items for 2012. Gorski will provide more details on the concerns raised during the discussion and if this vote needs to be readdressed the Committee will be able to do so before or after the master plan interviews on Friday the 21<sup>st</sup>.
5. **Downtown Master Plan Qualifications:** The Committee began general conversations about the proposals submitted. Gorski reported Wooster's opinions on the proposals since he was unable to be at the meeting. Wooster selected his top three candidates based on the proposals he felt could apply long term continuity to the goals the town has for the project. His selection was: 1) Lachman 2) Wright Pierce 3) Terrence DeWan. Seaver brought up that the consultant needs to be able to build strong community support for the project. Abel looked at who had experience working with funding because future funding is the bottom line for the project. Gorski summarized that the consultant needs to be someone that will create a plan that the community is excited about and feels it is realistic, can identify and prioritize improvements in the downtown area and also connect these improvements to potential funding sources. Strategies to approach funding sources will be critical- especially tapping into private funding sources and other sources of funding other than CDBG. Merritt discussed the importance of being able to leverage funding in the future. Seaver stated that other criteria will be who can make it seem like a good plan to be part of and encourage property owners to support it. Merritt mentioned that this is the difference making design suggestions in the master plan as

opposed to functional assessments like how a property owner can improve their 2<sup>nd</sup> & 3<sup>rd</sup> stories in order to make them available for commercial use. Seaver suggested leveraging private funding and public resources to help leverage positive public support for the master plan.

Gorski suggested the Committee begin selecting 2-3 teams they would like to interview. After the meeting she will send out a draft of potential interview questions for the Committee to review. She has been collecting information from Committee discussions so far to begin developing questions based on what the Committee has stated they would like to see for outcomes of the master plan and the selected team. Gorski asked the Committee to review the draft interview questions so that she can edit them to ensure the Committee will be asking questions that will generate information they feel is critical to know.

Merritt addressed concerns that some teams' proposals sought too much staff support, more than was realistically feasible. Seaver had concerns that some teams would be asking for more Committee meetings than was realistic to everyone's schedules. Gorski commented that the proposals addressed leveraging staff and committee time to support the small budget and broad scope of services for the master plan. However, she stated that some proposals were unrealistic to time and services that she and the Committee could supply. Gorski also added that there are some proposed uses of the Committee and town staff that are feasible and would most likely be a good approach, with guidance from the consultant. Seaver explained that there will need to be community outreach meetings to explain why they win if we take specific actions in the downtown. Merritt added that the consultants should not be trying to repeat projects that have already been done.

Gorski reported out about her discussions with consultants as they prepared their proposals. The teams varied on levels of involvement and questions they sought from Gorski during this process. This information was shared with the Committee. It was also noted that Lachman had contacted Gorski earlier in the week to ask, if they were selected for the interview process could the interview be during the latter part of the following week. Dow hopes that the selected consultant will be able to follow up with the town after the project is completed. Merritt remarked on two proposals that were looking to have a significant amount of work performed by the town were also less detailed in their proposal work plans. At this time Abel suggested narrowing the proposals down to a few possible interview choices. Seaver added that he believes the work plans laid out in the proposals were an indicator to where the consultants viewed the focus of work to be done. The group then shared their top 2 candidates. There were 5 votes for Lachman et al; 3 votes for Wright-Pierce; and 2 votes for MRLD et al. Merritt commented on the workload MRLD has recently been committed to. There was some concern about being marginalized. On the motion of Abel/Dow, the Committee voted 5-0 to invite Lachman et al to the interview process with respect to their request to be interviewed later in the week.

Merritt reflected on her notes regarding MRLD and their suggestion to restructure the project budget format based on resources available. This language concerned Merritt. The Committee revisited MRLD et al and Wright-Pierce's experience working on projects close to Waldoboro. It was noted that some of the plans included in the Qualifications were not completed projects but proposed plans. Concerns were addressed about the use of comparisons to Rockland and Damariscotta and Waldoboro's lack of identity. It was articulated that Waldoboro needs its own identity, unique to itself. On the motion of Dow/Seaver the Committee voted 5-0 to invite MRLD, et al and Wright-Pierce to the interview process. It was decided that interviews will take place on Friday January 21<sup>st</sup> from 1pm – 4pm. Gorski will contact the selected candidates to

schedule 45 minute interviews with each team and notify the Committee of the final schedule. Gorski will also check with Yerxa and Wooster to make sure this time will work for them. Dow noted that his time on the Committee will be limited after this month and he will not be able to make EDC meetings but offered to keep the Committee informed with what is happening in Augusta that relates to their work.

**6. Adjourn** – The Committee adjourned at approximately 11:30 AM.

Economic Development Committee:  
Waldoboro, Maine

Respectfully submitted,

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Misty Gorski,  
Planning & Development Director

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Misty Gorski, Planning & Development

Absent \_\_\_\_\_

William “Bo” Yerxa

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Dana Dow

\_\_\_\_\_  
George Seaver

\_\_\_\_\_  
Elaine Abel

\_\_\_\_\_  
Jen Merritt

\_\_\_\_\_  
John Lawrence

Absent \_\_\_\_\_

Ted Wooster