

APPROVED
01/22/2020

**Town of Norridgewock
TIF Advisory Committee Minutes
October 23, 2019**

Chairman John Malek called the meeting to order at 4:56PM in the Conference Room at the Norridgewock Town Office. Committee Members Brandi Ireland, Jessie Everett, Ruth Keister, Becky Ketchum, Drew Ketterer, John Malek, and Sallie Wilder were present. Also in attendance for all or parts of the meeting was Town Manager Richard LaBelle.

Drew made a motion to adopt the minutes from last meeting; seconded by Sallie, all in favor.

There was only one application for the façade program submitted for tonight's meeting. The application came in from D.W. & Sons Garage located at 234 Frederick Corner Rd. The application submitted is asking that all road facing areas of his new building be consideration. The total estimates provided is \$14,301; we would provide 50% of that(\$7,150.70). Brandi put forth a good explanation of why we should grant this business this money. We haven't had many applications; it doesn't seem that people are taking advantage, we have this money to give, and these people put the time and effort it took to submit a proposal. Becky pointed out that she agreed with Brandi but she also wanted to note that it doesn't increase foot traffic in the downtown where it is off the beaten path. Richard originally sent 40 packages out to local businesses telling them about this façade program, so awareness shouldn't be a concern. Drew made a motion to approve this request with the condition that only the road view be considered; Becky seconded it and all were in favor.

Richard explained to us that the Community Revitalization Plan is making good progress. We expected it by the end of October but it is looking more like end on November before we receive it. He feels this revitalization plan is comparing us to what other towns have done and it doesn't always make sense to compare us to other towns that have stronger business markets. There were many surveys that sent out to local businesses and taxpayers, New Balance being one of them. Becky helped tremendously in refining the surveys, but she still doesn't believe they are as effective as they could have been. The surveys provided us with some good feedback on what people and businesses would like to see in our downtown but the responses were weak, maybe using Yes or No responses wasn't as good as using 3-4 options to make people actually think about what they wanted a bit more. But this with the revitalization report, they give us will present us with a good path to follow and tweak along the way. Top attractions were the airport and the river.

John asked Richard is there was anything this committee could do to help with the Town Report. Richard told him we could provide him with a write-up about what the committee does and programs that area available. He would like something emphasizing the Façade program and who we have granted these services to, trying to get the word out more. Other items that can be highlighted would be: sidewalk equipment, boat launch, revitalization, and history of the TIF Committee. John is going to take care of doing these write-ups.

There was an open discussion at the end that touched on a few items. The Northern Borders Commission has approved additional funding to support the conversion of the railbeds into multi-use trails. The railroad is in the process of pulling up the tracks in certain areas. While this is likely a 3- to 5-year project, the potential rail trail could be of great benefit to Norridgewock. Colleen Bailey, owner of Dunkin Donuts, approached Richard about the Small Business Revolution program going on. Richard has sent in an application to nominate Norridgewock for consideration. If, by a long shot, Norridgewock is selected, there is a \$500,000 investment that would be made in the community, combined with the production of a television show.

The next meeting is scheduled for Tuesday, December 10, 2019, at 5:00 PM.

John Malek adjourned the meeting at 5:45 PM.

Respectfully Submitted,

Jessie Everett
Secretary, TIF Committee