

*Town of York ~ Village Study Committee
Meeting Minutes ~ August 6, 2015
York Public Library ~ Wheeler Room*

Present: Ron McAllister, Gloria Gustafson, Chris Hartwell, Dean Lessard, Robert Palmer, Dylan Smith, Pete Smith, Lew Stowe

Absent: Stu Dawson, Toni DeSoto, Joel Lefever, Jodi Merrill, Scott Stevens

Guests:

1. Chairman Ron McAllister called the meeting to order at 8:33am.
2. Meeting minutes for July 16th were approved as written.
3. Ron announced that the selectmen received a \$545,000 commitment to the town from the Kittery Area Comprehensive Transportation Study (KATCS). It was a little bit less than the \$900,000 that Dean had hoped for, but certainly very welcome. Dylan noted that the difference was because other towns had submitted last-minute requests.
4. Dean pointed out that the source of these funds will be 80% federal, 10% state and 10% town. We already have the town match because a couple of projects in the village were already funded but have not yet been built so the money is still available. They (KATCS) also agreed to ask MDoT to obtain future KATCS money and forward it to us whenever we're ready for the first phase of our construction.
5. We have shown the KATCS group a \$3.6 million project which they feel is very worthwhile and therefore, it's very likely that they will continue to fund us through the future phases of our project during subsequent years until we reach the \$3.6 million total. It's very likely that for a minimal town investment of \$360,000, we will end up with a \$3.6 million improvement.
6. The committee congratulated Dean and Dylan for their efforts in obtaining this funding commitment.
7. Ron noted that the selectmen voted to approve the Scope of Services and funding proposal for the next (design) phase of our project, but only after removing the "signage" component which was estimated at about \$34,000.
8. Ron expressed concern about the public vote to adopt the village Master Plan in the Comprehensive Plan in November. Others feel that this vote in November will pass easily. The more important ballot will be in May, 2016 when the issue will be getting approval for the entire project, even though it will be implemented in phases to maximize the KATCS funding resources.
9. Our challenge will be to promote the project effectively so that voters understand the funding plan which reduces the town's commitment to 10% of the total cost, but requires phased construction. Suggestions for publicity included developing a 4-page color flyer, arranging for repetitive feature articles in the local newspaper and participating in local events such as Marketfest. Pete pointed out that it would be very advantageous to have support from the York school department.
10. Ron asked the group what they wanted to do about the signage component which was removed from the approved Master Plan. Dean suggested that the town could provide a variety of signs with their current capabilities. Pete speculated that we could obtain enough knowledge about signage concepts and practices that we could manage our own sign development program. Ron will add the signage issue to the Other Business section of our agenda.

11. The group discussed what materials would be useful for our booth at Marketfest. Ideas included a map of the proposed village zone, conceptual drawings of the intersection, before and after views of the monument center with and without the utility poles, a color graphic of the monument at its proposed location, and a poster describing the KATCS funding plans.
12. The Buzz Committee will work on preparing these materials for the Marketfest. Chris asked what our primary message should be. Dean proposed that we should clarify the realities of costs and funding so that people understand how much of the cost the voters will bear. As a secondary message, we want people to be able to better visualize the village of the future.
13. Gloria has spoken with the Wheeler Trust about funding support for the beautification components of our Master Plan such as trees, plantings, benches, etc. and they are very excited about the potential for providing support.
14. Our next regular meeting will be at 8:30am on Thursday, August 20th in the Wheeler Room at the York Public Library.

Meeting adjourned at 9:50 am

Respectfully submitted,
Peter Smith, Secretary