

***Town of York ~ Village Study Committee
Meeting Minutes ~ January 21, 2016
York Public Library ~ Wheeler Room***

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

Absent: Stu Dawson, Joel Lefever, Steve Pelletier

Guest:

1. Chairman Ron McAllister called the meeting to order at 8:32am.
2. Meeting minutes for January 7th were approved as written.
3. Ron noted that the town manager was reluctant to use any town funds to support our public outreach efforts given that our project will be on the ballot in May. We will have to find other funding for any promotional activity.
4. The group discussed several different ideas for getting our message out to the largest number of York voters such as robocalls, direct mailing, purchased advertising in York Weekly, insert in Sentinel, video on channel 3, fliers around town, road signs, etc.
5. Robert suggested establishing a "development" committee to help raise funds. Perhaps they could start by getting stakeholders to participate in a full page advertisement in support of the master plan. Each VSC member could ask for such participation when they are visiting their assigned stakeholder.
6. Ron asked Chris if someone has been assigned to contact every stakeholder on the list. She reported that almost all had been assigned. She read out the list and various members of the committee volunteered to meet with those stakeholders that were not yet assigned.
7. Chris pointed out that the primary reason for visiting stakeholders is to listen. What are their questions, concerns, ideas and suggestions? At the same time, it's provides an opportunity to clarify any misunderstandings and establish an ongoing working relationship. She wants each member to record the results of their visit and bring a report back to the committee.
8. Pete suggested that we develop a two to three minute PowerPoint presentation of the proposed Master Plan for airing on channel 3 and/or for other group visits. Perhaps Regina could create and narrate it.
9. In response to feedback that seems to reflect resistance to changes inherent in our Master Plan, Lew rightfully noted that there will be many changes in the village area that are not directly related to our plan. These changes will include new ownership of the historical building, Sean Mitchell's intent to build next to the Bagel Basket, restoration of the Ciampa building, upgrading of the Cumberland Farms property, and the Town Hall remodeling/addition. Reflecting on these independent changes should become part of the message that we bring forth to the voters (especially the doubters).
10. In addition to Lew's list, Dean noted that drainage within the village must be improved soon and doing so will involve significant construction and changes.
11. Ron was "drafted" by the group to write a grant request to the Small Business Revolution which is offering \$500,000 grant to the community that best describes revitalization activities which will positively impact local small businesses.

12. Dean read his initial drafts for the upcoming referendum warrants. They were clear and concise. It was pointed out that the Statements of Fact will clarify the intent of each warrant request and relate them to each other.
13. In response to questions and apparent concerns, Dean took some time to explain the KACTS funding process in more detail and expressed his confidence in the future reliability of this funding despite the fact that it is not clearly guaranteed in writing.
14. Dean reported that the Maine DOT has included phase 1 of our project in their three-year work plan and he has received a copy of the DOT administrative agreement for his signature.
15. Dean also reported that some of the project consulting engineers came to York to do a site walk for the underground utilities and to identify the test boring locations. They will be selectively boring based on the planned locations for drainage facilities.
16. Our next regular meeting will be at 8:30am on Thursday, February 4th at the York Public Library.

Meeting adjourned at 9:58am

Respectfully submitted,

Peter Smith, Secretary