

**Rockland Economic Development Advisory Committee Meeting  
January 26, 2012 – Rockland City Council Chambers**

Present: Committee Members – Joanne Billington, Chair; Pinny Beebe-Center, John Jeffers, Tina Plummer, George Terrien

*Ex Officio* – Audrey Lovering, Community Development Director; Robin McIntosh, PenBay Chamber of Commerce; Lorain Francis, Rockland Main Street, Inc.

City of Rockland – City Councilor Will Clayton; Frank Isganitis, Comprehensive Planning Commission; John Root and David Kalloch, Code Enforcement Office; Ann Matlack, Assistant to the City Manager

Members of the Public – Jane LaFleur, Friends of Midcoast Maine; Alan Hinsey, Many Flags/One Campus; Justin Holmes, MCDA; Bill Chapman, Rockport Select Board; Martin Cates, Camden Select Board; Bob Peabody, Rockport Town Manager; Jon Eaton, Thomaston Select Board

Committee Members Not Present: Warren Bodine

1. The meeting was called to order at 4:00 PM by Chair Joanne Billington. On a motion by Pinny, seconded by John the Committee unanimously approved the minutes.
2. Community Development Director's Report – Audrey reported: she, Lorain and Samantha Mank, the Rockland General Assistance Director, will be meeting with representatives of the local farmers' market to discuss how to support sustainable local food by connecting local growers with folks in the community who receive SNAP (Supplemental Nutrition Assistance Program) funds; and that the Rockland/Thomaston/Camden Transit Exploration Group continued to meet and had formed a Working Group to streamline their efforts.

Audrey also reported that the City was advised by the Maine Service Centers Coalition that 328 individuals served by the Rockland office of the Department of Health and Human Services were notified that their lifetime maximum TANF (Temporary Assistance for Needy Families) ASPIRE (Additional Support for People in Retraining and Employment) benefits would expire at the end of May. Audrey told the Committee 33 of those notified were Rockland residents and that she and Samantha Mank were reaching out to service agencies in the area to determine what alternate support may be available.

George asked for an update on discussions of a potential natural gas pipeline coming to the Rockland area. Audrey said she had chatted with folks in the Governor's office, but there was nothing new to report since the meeting last fall.

3. Superintendent Search Committee Update – George reported he had attended a meeting of the RSU 13 Board of Directors where they talked about their Superintendent Search. He distributed copies of the questions he and John had developed on behalf of the Committee. He said there were currently 16 Superintendent vacancies in the State of Maine; that nationally the tenure of a Superintendent was 18 months, while in Maine it was 4.2 years. He said the Board had asked the Maine School Management Association to assist with the search, though there was also discussion of increasing the funding and reaching out to executive search consultants to broaden the scope of the search.
- 3A. Many Flags/One Campus Update – Alan Hinsey attended the meeting to bring the Committee up to date on Many Flags. He said the Many Flags Foundation was now a

501(c)3 non-profit. He also said he has spoken with the Governor and Education Secretary Bowen about Many Flags, and they are supportive of the project. However, while Many Flags has its own separate funding line in the state budget, there are no funds attached to it yet. He asked for the Committee's continued support of the concept. Joanne told him the Committee would take up the topic at its February meeting.

4. Jane Lafleur from Friends of Midcoast Maine returned to speak to the Committee about "Re-Inhabiting Rockland Route 1 – Options for Growth, Development & Sustainability." Representatives from Thomaston, Rockport and Camden were in attendance, as were the chair of the Rockland Planning Board and City staff. After a PowerPoint slide show, Jane asked the Committee what it was interested in exploring. Pinny said this is a tremendous opportunity to re-unite people with place.

Frank said COMPS had worked on the Maverick Square area for 2 years but that work halted when it came time to make formal recommendations on the project. Joanne reminded everyone that EDAC had been the catalyst for what became the Tillson Avenue Area Overlay Zone. She it took time to do the work properly, including reaching out to those affected by the Zone, and working with the Comprehensive Planning Commission and the Planning Board to finally bring the Overlay Zone to the City Council. Robin said there should be out-reach to the local neighborhoods to make them part of the visioning process.

Bob Peabody, Rockport Town Manager and Rockland resident, said we should emphasize streetscapes and a seamless transition from Rockland to Rockport.

Frank suggested that a way to get businesses to work with whatever plans were developed was to offer incentives.

Jane said she is applying for funding to do work on "Re-Inhabiting the Strip." Also, that the Friends' annual meeting in June could be a walkability assessment with Dan Burden Executive Director and Co-Founder of the Walkable & Livable Communities Institute ([walklive.org](http://walklive.org)) and asked if Rockland would like to be the focus of the meeting.

Joanne thanked Jane for her presentation and said the Committee would discuss her proposals and invitation at their next meeting.

5. Set Up Next Regional Meeting With Other Communities – With representatives from Camden, Rockport and Thomaston on hand, it was agreed to meet Tuesday, February 7 at 4:00 PM in the Rockland City Council Chambers to talk about working regionally.
6. Rockland Main Street Update – Lorain reported: the "Heart of Rockland" video and a Shop and Dine theme would be the focus of RMS for February; that the Downtown Employee Appreciation Day would be Wednesday, February 8, from 7:30 to 10:30 AM at Rock Harbor; and should the Midcoast get any snow this winter, there would be Flash Snowmen along Main Street following the next good snowstorm.
7. PenBay Chamber Update – Robin reported: the Business Expo is set for March 14 at the Samoset, and this year non-profits will be encouraged to participate; Frank Isganitis, owner of the Limerock Inn, was elected the first president of the combined Chamber; and the first combined Chamber awards dinner would be May 12 at the Samoset.

8. Other – A question arose concerning the Downtown Façade Program, following discussions with the architects last week. In light of what may be aggressive pricing from contractors, grantees were asking if they would be allowed to spend all the money allotted to them, if the funds were used according to the Guidelines of the program. Some grantees received grant amounts of less than they had requested and wanted to ensure they could use all of the funds granted to them.
  - On a motion, by John, seconded by Pinny, the Committee unanimously agreed that Grantees should utilize all funding that is allotted to their projects, as long as grant expenditures were in keeping with the Guidelines of the grant.
9. The next meeting of the Committee will be Thursday, February 23, at 4:00 PM. On a motion by John, seconded by Tina, the Committee adjourned at 5:30 PM.

Respectfully submitted,

Ann Matlack

**Rockland Economic Development Advisory Committee  
2012 Meeting Dates  
4:00 PM – Rockland City Council Chambers**

Thursday, March 22

Thursday, April 26

Thursday, May 24

Thursday, June 28

Thursday, July 26

Thursday, August 23

Thursday, September 27

Thursday, October 25

November – meeting date to be determined

December – meeting date to be determined

**Rockland Economic Development Advisory Committee Meeting  
February 23, 2012 – Rockland City Council Chambers**

Present: Committee Members – Joanne Billington, Chair; Pinny Beebe-Center (arrived at 4:45 PM), Warren Bodine, Tina Plummer, George Terrien

*Ex Officio* Members – Audrey Lovering, Community Development Director; Dan Bookham, PenBay Chamber of Commerce; Lorain Francis, Rockland Main Street, Inc.

City of Rockland – Mayor Brian Harden, City Councilor Will Clayton; Ann Matlack, Assistant to the City Manager

Members of the Public – none

Committee Members Not Present: John Jeffers

1. The meeting was called to order at 4:00 PM by Chair Joanne Billington. George said there was a missing word on page 2 of the minutes (Item 4, paragraph 2: “She said it took time ...”) On a motion by Tina, seconded by George, the Committee approved the minutes 4-0 as amended.
2. Community Development Director’s Report – Audrey reported:
  - The Maine Department of Health & Human Services wants Rockland to serve as a pilot project for transitioning people off TANF at the end of May. Also, she and General Assistance Director Samantha Mank have applied for a \$15,000 grant to work on financial sustainability with GA applicants.
  - The City Manager has approved her application to the Able Network, which provides “the training, the personal skills, and the job search techniques that help people enter or re-enter the workforce as quickly and as easily as possible”, to allow a 55+ year-old-person to work for the Community Development Office, the funding for which is to be provided by the Able Network.
  - She and the Knox County Health Coalition are planning to meet with businesses in the Industrial Park to talk about “Healthy ME Workers.”
  - She is also working with the Knox County Health Coalition on a Summer Food Service program at the South School. The program would partner local summer camps to provide lunches to children who would receive reduced cost meals during the school year. The Penobscot Bay YMCA is looking for funding to offset the cost of providing lunches to adults, since they would not be covered under the Summer Food Service program.
  - She is working on her work plan and goals for FY 2012-2013. She is emphasizing sustainable development, including economic responsibility, environmental responsibility and social/cultural responsibility. She will be looking for feedback from the Committee on her work plan. George complimented Audrey on focusing on the intangibles of Community Development and not just curbing.
  - She will be asking the City Council at their March meeting to allow her to return CDBG funds to the Streetscapes project and look for another match for the Communities for Maine’s Future Project. As currently proposed, about \$115,000 of unused funds from the Streetscapes project is to be used as a match for the CFMF Thorndike Parking Area project. Audrey proposes to return the \$115,000 to the Streetscapes and increase the scope of work for improving the Main Street area. As a match for CFMF, she has proposed building public restrooms on the Wastewater Treatment Facility property. Funding for this project would come from TIF funds, with additional support from WWTF.

[Pinny arrived.]

3. Superintendent Search Committee Update – George reported there would be 2 upcoming opportunities for the public to provide input into the RSU 13 Superintendent Search. He said Duke Albanese, former Maine Education Commissioner and Senior Policy Advisor for the Great School Partnership, will be assisting RSU 13 in the search. George said he was optimistic about the seriousness with which the district was approaching the search. Joanne said she had received positive feedback from the school board about the questions the Committee had submitted.
4. Façade Grant Updated – Audrey reported there were 12 participants in the program this time around and that representatives from Lachman Architect & Planners had met with all participants. The architects will prepare plans that will be used to obtain approval for the work from the Maine Historic Preservation Commission and to obtain bids on the projects.
5. Camden Street Update – George said he feels how the Committee structures the next steps in this process are very important. Joanne was disappointed with the negative comments from the City Council about the Camden Street area and reiterated that this area was not challenged but was an opportunity. Dan concurred, stating that towns could become tainted by negative impressions and that Rockland was a right-sized community with a great year-round presence, and in fact the Samoset would be returning to a year-round operation because of demand. It was agreed that the community workshops proposed by Jane Lafleur would not work with the Committee's timeline and that the \$5,000 price tag was too high. Ann will prepare a list of residents in the Camden Street area and work with the Chamber to polish up the list of businesses. Audrey reported Rockport is still very interested in working with the City on this project.
6. Rockland Main Street Update – Lorain reported:
  - The Downtown Design Committee is also involved with the Thorndike project. RMS has obtained a \$9,000 Green Downtown grant that will be part of the project area. As an aside, Lorain suggested a better name than “parking area” be found for the project and that folks on the Design Committee were referring to the project area as the “plaza”.
  - The public restrooms are very important to businesses along Main Street. She said locating them in the Tillson District was a great central location, especially since expansion of the Downtown would probably be in that direction. There are public restrooms at the Lighthouse Museum/Chamber of Commerce facility, but there is no public funding for upkeep there.
  - She and Audrey were working with students at the Midcoast School of Technology on developing a scope of work and designs for a bridge across Lindsey Brook in the Thorndike “plaza” area. George said he would be most happy to assist the students on this project.
  - The Design Committee was working with Maine Eastern Railroad on gateway signage to direct train riders to the Downtown. They were concerned about the safety of pedestrians, especially with ADA compliance issues, and would be seeking grants from the Maine Department of Transportation. They would also be working with Lyman-Morse as they develop the sidewalks around their new building on Main Street.
  - Employ Appreciation Day was a great success. The event was located at Rock Harbor this year, and 200 bags containing items from 38 businesses were distributed.
  - RMS will be changing the format of Evening on Main meetings by bringing in speakers and moving the meetings to different locations in the Downtown.

- She is working with 2 architecture students from the University of Maine at Augusta on their Rockland projects. Audrey said the whole group of architecture students had created a model of the City, which will be presented to the City Council at a date to be determined.
7. PenBay Chamber Update – Dan reported work on combining the two chambers was continuing, including a new logo for the combined chamber. The two websites were being shifted, and the Chamber had recently been given URLs for their use. He also reported:
    - The Penobscot Bay Rendezvous would take place in Thomaston, Rockland and Camden over the weekend August 16-19 and include a number of 45' racing yachts.
    - The Chamber would host a Maine Products Show at a date to be determined.
    - The Maine Tourism Commission was going away, although regional assistance committees would remain and serve as a liaison with the state.
    - Responsibilities for the Workforce Investment Board would now be moved to regional Chambers, although the PenBay Chamber would be sub-contracting the work to the Maine Coast Economic Alliance.
  8. Alliance Update – Justin provided a written report to the Committee.
  9. Other – George reported there was still local interest and efforts on behalf of Gateway 1, even though the state last year defunded the project. He suggested state legislators be contacted and requested to preserve funding for bike-ways and scenic by-ways.

George reminded the Committee that Alan Hinsey had requested a letter of support for Many Flags/One Campus.

- On a motion by Pinny, seconded by Warren, the Committee unanimously agreed to authorize George and Audrey to draft and submit on behalf of the Committee a letter in support of Many Flags.

The Mayor reported that the issue of cruise ships in Rockland Harbor was beginning to circulate in e-mails and he was concerned about the tone of some of the notes. Joanne said cruise ships was not on the Committee's agenda for this year, education and Camden Street were, and that at this time the Committee would not be weighing in on the issue.

The Mayor also told the Committee the City Council had made a decision on the City Manager, and the decision was unanimous. Contract details were being worked out, and he hoped to be able to announce the new City Manager shortly.

10. The next meeting of the Committee will be Thursday, April 26, at 4:00 PM. On a motion by George, seconded by Tina, the Committee adjourned at 5:30 PM.

Respectfully submitted,

Ann Matlack

**Rockland Economic Development Advisory Committee  
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**Rockland Economic Development Advisory Committee Meeting  
March 22, 2012 – Rockland City Council Chambers**

Present: Committee Members – Warren Bodine, John Jeffers, Tina Plummer

*Ex Officio* Members – Audrey Lovering, Community Development Director; Lorain Francis, Rockland Main Street, Inc.

City of Rockland – Mayor Brian Harden; John Root, Code Enforcement Officer; Ann Matlack, Assistant to the City Manager

Members of the Public – Tom Ford, Rockport Planner/Community Development Dir.

Committee Members Not Present: Joanne Billington, Pinny Beebe-Center, George Terrien

1. There was no quorum for this meeting. In Joanne's absence, Audrey served as Chair.
2. Community Development Director's Report – Audrey reported a meeting was held the previous evening with the Participants in the Downtown Façade Program. An explanation of how the program would operate was outlined to the participants, and contract documents and other materials necessary for properly participating in the program were distributed.
3. Camden Street Update – Tom Ford, the Rockport Planner and Community Development Director attended the meeting to represent Rockport in the discussion. Tom said the Rockport Select Board is interested in participating in discussions of re-development in the Camden Street area. Audrey said Jane Lafleur of the Friends of Midcoast Maine had offered to assist the Committee, but the timing of what she was planning did not work for the Committee (Jane's program speaker would be in the Midcoast this spring, which is too early).

It was suggested a letter be sent out to residents and property and business owners, letting them know the Committee is interested in starting a discussion about the future of Camden Street from Maverick Square to the Rockport town line and beyond. It was suggested a follow-up survey be done to gauge community sentiment. John Root said the Comprehensive Planning Commission had done the same thing for Maverick Square several years ago after the defeat of Walgreens proposal. John said COMPS had a 60% return rate on the surveys they handed around, but the changes suggested were unacceptable to the Council. Warren said the stakeholders should be notified about the impending effort through a survey, press releases, charette, etc. John Jeffers said these public discussions could result in creative ideas and that it will be 12-18 months before the new Wal-Mart in Thomaston is completed, so there is time for discussion.

Ann and Audrey will draft a letter or letters to be sent to the community. Tom Ford will be included in the distribution.

4. Superintendent Search Committee Update – George was not in attendance, but Audrey said a letter had been circulated to the Committee and then forwarded to the RSU Board.
5. Many Flags letter of support – A letter was sent on behalf of the Committee.
6. Governor's Open For Business" Program – The Committee would like to know more about the program, including the position of the McEDD (Mid-Coast Economic Development District) Board and whether or not CDBG application points would be tied to participation.

Brian said several elected Mayors in the state were not supportive of this effort, and suggested the Committee may want take a “go slow” approach with any application.

7. Rockland Main Street Update – Lorain reported:
  - The second annual “So You Think You Know Rockland” event will be held April 26 at the Strand. There will be a silent and perhaps live auction of things you can only get in Rockland. Lorain has 20-25 items, including a trip on a herring boat with O’Hara’s, a day of roasting coffee at Rock City; picking grapes at Breakwater Vineyards; being a roadie at the North Atlantic Blues Festival; and back-stage passes at the Lobster Festival..
  - A group from Alma, New Brunswick, Canada, will be visiting Rockland next week. Alma is a small community (301 pop.), but they are the gateway to Fundy National Park and are looking for best practices for improving their town.
  - The monthly Evening on Main Street events will move to different venues each month. The March meeting was held at the Maine Lighthouse Museum, and the April meeting will be upstairs at 313-315 Main Street.
  - The June Morning on Main meeting will be held aboard the “Morning in Maine”.
  - RMS now has a Green Downtown Committee chaired by Michael Leonard of GreenME.
8. PenBay Chamber Update – Dan was unable to attend the meeting, but the report on the recent Expo was that it was fabulous.
9. Alliance Update – A meeting will be held March 23 on the future of the Alliance after funding was eliminated by Knox County.
10. Other – There were no other items.
11. The next meeting of the Committee will be Thursday, April 26, at 4:00 PM. On a motion by John, seconded by Tina, the Committee adjourned at 5:30 PM.

Respectfully submitted,

Ann Matlack

**Rockland Economic Development Advisory Committee  
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