

**Rockland Economic Development Advisory Committee Meeting  
January 15, 2009 – Rockland City Council Chambers**

Present: Committee Members – Joanne Billington, Chris Guptill, Frank Isganitis, Judy Waterman  
Ex-Officio – Rodney Lynch, Community Development Director  
Downtown Alliance – Lorain Francis, Jeff Charland  
Knox Waldo Regional Economic Development Council – Chris Shrum  
City of Rockland – Ann Matlack, Assistant to the City Manager

1. The meeting to order at 3:30 PM.
2. Election of Chair – At the request of Judy, elections were postponed until a full committee could be present.
3. Status of Rockland's Museum in the Streets project – The working group, including Michael Komanecki and Janice Kasper of the Farnsworth Art Museum, Brian Harden of the Rockland Historical Society, Frank Isganitis of the Economic Development Advisory Committee and Patrick Cardone of The Museum in the Streets, met earlier in the week. The group talked about the project conceptually and discussed at length whether or not to have a second language on the signs. The working group was agreed that only English would appear on the signs but that brochures in several different languages would be available at kiosks at the Chamber of Commerce and the Library, which are the two endpoints of the walking tour. The group agreed to seek sponsorship for each sign in order to create an endowment to pay for maintenance and upkeep. Up to 30 signs will be created for the walking tour. Judy recommended that a second language be included on the signs and suggested Italian, rather than French, be considered. The Committee agreed to move forward with the working group's recommendations on languages. The working group will continue to work on the route of the signs and will look at a sample of a single language sign. It was recommended the working group present their progress to date to the City Council in February.
4. Status of Main Downtown Conference – Jeff and Lorain reported on their meeting in Augusta with representative from the Downtown Center. They were told to anticipate about 400 people attending the conference on June 5. The day will begin at the Strand Theater and end at the library at the Farnsworth Museum; details for events throughout the day, including lunch venue, are still being worked on.
5. Status of Main Street Maine Application – In their discussions with the folks at the Downtown Center, Jeff and Lorain were encouraged to move forward with Rockland's application to become a Downtown Center. The deadline of January 30 was extended until the end of February so they could continue to work on the application. It was suggested the City Council be apprised of the application and the Downtown Conference. The Economic Development Advisory Committee will ask to be placed on the February agenda.
7. 2009 CDBG Public Facilities Application for Phase II Community Building Renovations – This agenda item was moved up to ensure action was taken at this meeting. Rodney described the renovations proposed for the Community Recreation Building and asked the Economic Development Advisory Committee to endorse the Phase II application for a CDBG grant.

- On a motion by Judy, seconded by Joanne, the Committee unanimously supported Rockland's 2009 CDBG Public Facilities Grant Application to make needed repairs to the Community Recreation Building.
- 6. New Market Tax Credits – Chris Shrum, Director of Community Services at Eastern Maine Development Corporation and the interim Director of the Knox Waldo Regional Economic Development Council, introduced himself to the Committee. He explained New Market Tax Credits, their benefit to the region, and the fact that Rockland has two eligible census tracts which would allow local businesses to tap into the available funding. Chris explained that as originally established New Market Tax Credits were geared toward economically distressed areas defined by US census tracts. However, the program required large investments which put the program out of reach of most businesses in Maine. Recently, Bangor Savings Bank and Coastal Enterprises, Inc. (CEI) created a \$5 million funding pool which smaller businesses could tap into. Chris said he is working on expanding one of Rockland's census tracts to include those parts of the Tillson District north of Tillson Avenue; this area is currently not eligible for New Market Tax Credit funding.
- 8. 2009 CDBG Economic Development Program Application – Rodney explained that Oak Island Seafood was in the process of transitioning its business to lobster processing and had approached the City about supporting its application for CDBG funding. Oak Island is also seeking designation as a Pine Tree Zone business; the business is already located in a Pine Tree Zone.
- 9. Rounds 1 and 2 of the Gateway 1 Traffic Calming Applications – Rodney explained that additional monies may be available for Round 1 of the Gateway 1 grant funding program and he will be increasing the amount requested by the City. This project will involve constructing raised crosswalks on the section of Main Street from Summer Street to the alleyway south of Rock Coast Sport. Rodney is suggesting that pavers be used in the crosswalks instead of Duratherm implants. He is also preparing a Round 2 application for new crosswalks and crosswalk bump-outs for the section of Main Street from the terminus of the present streetscape project down to Limerock Street. The application is due February 27 and a presentation will be made at the February 19 meeting on the two traffic calming applications.

Due to the length of the meeting, the remaining agenda items were not discussed. The next meeting of the EDAC will be Thursday, February 19, 2009, at 3:30 PM in the Council Chambers.

The Committee adjourned at about 5 PM.

Respectfully submitted,

Ann Matlack

**Rockland Economic Development Advisory Committee Meeting  
February 19, 2009 – Rockland City Council Chambers**

Present: Committee Members – Joanne Billington, Jeff Charland, Judy Waterman, Frank Isganitis (arriving late)  
Ex-Officio – Rodney Lynch, Community Development Director; Roxanne Jobe, Chamber of Commerce (arriving late)  
Downtown Alliance – Lorain Francis  
Knox Waldo Regional Economic Development Council – Chris Shrum (arriving late)  
City of Rockland – Rosemary Kulow, City Manager; Ann Matlack, Assistant to the City Manager; Brian Harden, City Council (arriving late)

1. The meeting was called to order at 3:30 PM. On a motion by Judy, seconded by Jeff, the minutes were accepted as presented.

The Agenda was adjusted, pending the arrival of additional Committee members.

6. 2009 CDBG Economic Development Application (Oak Island) – Rodney reported Oak Island had withdrawn its application. (Frank and Chris arrive)
7. Rounds 1 and 2 of the Gateway 1 Traffic Calming Applications – Rodney requested support from the Committee for applications to both funding rounds. Joanne said there were liability concerns with the metal textured crosswalks being proposed. The Committee was also not sure whether the plastic textured crosswalks were durable. Rodney said that once funding was received, these concerns would be addressed and there would be further discussion of the proper materials to be used. (Roxanne arrives)
  - On a motion by Jeff, seconded by Frank, the Committee unanimously supported Rockland's Gateway 1 Traffic Calming Applications.
2. Election of Officers – On a motion by Joanne, seconded by Jeff, the Committee unanimously elected Frank Chair of the Committee. On a motion by Judy, seconded by Joanne, Jeff was unanimously elected Vice Chair. (Brian arrives)
3. Status of Rockland's Museum in the Streets project – Judy requested the Committee revisit the issue of only one language on the signs. She suggested a series of languages be used and said she had contacted the Penobscot School about translations. The Committee agreed to proceed with the project as presented to the City Council (using only one language on the signs and multiple languages on walking-tour brochures). Frank and Brian reported that Patrick was meeting with the benefactors and would report back on whether or not they were willing to fund the entire project or to what level they were interested in supporting the Museum in the Streets.
4. Status of Main Downtown Conference – Lorain and Jeff reported they had taken a walking tour of the Downtown with representatives from the Downtown Center. They will be contacting the Police Department regarding parking for so many vehicles during the conference.
5. Status of Main Street Maine Application – Lorain also reported the application had been submitted. She said the Downtown Center would be choosing 2 new Downtown

Communities and that 5 applications had been submitted. The selection committee would be making site visits by mid-March and the decision would be made on which two communities to select by the end of March. The Downtown Alliance will also be holding a Taste of Rockland fund-raiser at Rustica on Monday, March 9. Also, they had held a public meeting at Atlantic Challenge in early February and more than 40 people had attended.

7. 2009 CDBG Public Facilities Application for Phase II Community Building Renovations – This agenda item was moved up to ensure action was taken at this meeting. Rodney described the renovations proposed for the Community Recreation Building and asked the Economic Development Advisory Committee to endorse the Phase II application for a CDBG grant.
  - On a motion by Judy, seconded by Joanne, the Committee unanimously supported Rockland's 2009 CDBG Public Facilities Grant Application to make needed repairs to the Community Recreation Building.
8. City Manager's Report – Rosemary Kulow, the new Rockland City Manager, attended the meeting and was introduced to the Committee.
9. Economic Development Report – Chris reported there was activity in the marine trades area, where several businesses were interested in moving to or expanding businesses in the Midcoast area, some in Rockland. Per last month's discussion of New Market Tax Credits, he reported a specialty food-related production company was interested in expanding in the Rockland area. He also reported on activity at Sears Island, where several foreign flag ships were due in. He also mentioned working on broader financial support for KWRED. On a different matter, Roxanne said she had a potential business owner in need of restaurant space, about 4,000 square feet, in the downtown area, if anyone could offer suggestions.
10. Community Development Department Report – Rodney reported that the City had put out an RFP for a Master Plan for the Tillson District. He said the Knox County Regional Micro-loan committee has requested a proposal from the Eastern Maine Development Corporation to assume administration of the loan program. New federal regulations and the number of communities participating now make it problematic for the City to continue to maintain this program.

The next meeting of the EDAC will be Thursday, March 19, 2009, at 3:30 PM in the Council Chambers.

The Committee adjourned at about 5:15 PM.

Respectfully submitted,

Ann Matlack

**Rockland Economic Development Advisory Committee Meeting  
March 19, 2009 – Rockland City Council Chambers**

Present: Committee Members – Joanne Billington, Jeff Charland, Judy Waterman  
Ex-Officio – Rodney Lynch, Community Development Director  
Downtown Alliance – Lorain Francis  
Knox Waldo Regional Economic Development Council – Chris Shrum  
City of Rockland – Rosemary Kulow, City Manager; Ann Matlack, Assistant to the City Manager

1. The meeting was called to order at 3:30 PM. In Frank's absence due to illness, Jeff chaired the meeting. On a motion by Joanne, seconded by Judy, the minutes were accepted as presented.

The Agenda was adjusted, pending the arrival of additional Committee members.

2. Status of Rockland's Museum in the Streets project – Frank had sent around an e-mail to the Committee, updating everyone as of February 27 on this project. He is still waiting to hear back from Patrick Cardone on what funding will be available from the benefactors. It was suggested that future grant funding may allow for audio descriptions of the tour either via podcasts or through the local low level radio station.
3. Status of Maine Downtown Conference – The Downtown Conference will be held Friday, June 5, in Rockland. Lorain reported that she had participated in a conference call with representatives from the Downtown Center who were putting the conference together. She said she is also working with representatives from Boston Financial on holding the luncheon in one of their large, currently unused spaces, with Amalfi to provide the catering, and that Bangor Savings Bank and Midcoast Magnet would be sponsoring the closing reception.
4. Status of Main Street Maine application – The Rockland Downtown Alliance will be meeting with the City Council on March 23 to discuss funding for the Rockland Main Street program. They also held a fund-raiser at Rustica and will continue to seek additional private funding. Jeff reported that he was in the process of applying for 2 grants: one for the Rockland Downtown Center and one through the Maine Arts Commission to fund public art in local pocket parks, specifically the Winslow-Holbrook Park at the corner of Main and Park.
5. Tillson District Master Plan update – A committee put together by the City Manager had reviewed the proposals for a master plan and had decided to interview 4 consultants. The interviews will take place in early May.
6. Lindsey Brook, Phase II Streetscapes and Pocket Parks – Representatives from Wright-Pierce will attend the April 6 City Council meeting to talk about these projects. The City may apply for a Hazard Mitigation grant from FEMA to improve part of Lindsey Brook; Mark Vannoy will be on hand to discuss Wright-Pierce's December 2008 update of the Lindsey-Brook study. Travis Pryor will discuss the ongoing Streetscapes projects, and Amanda Walker will show preliminary sketches of plans for Winslow-Holbrook Park and the parking area between Orient and Oak streets. Part of the renovations at Winslow-Holbrook would allow for public art to be placed there – hopefully, Robert Indiana's Love sculpture as part of the Farnsworth's Indiana art exhibition this summer.

7. CDBG Planning Grant application – Rodney has submitted a Letter of Intent for a Planning Grant that will be used to update the Downtown and Tillsonson/Waterfront District plans. By updating these plans, the City will be set to apply for a \$500,000 Public Infrastructure grant next year.
8. City Manager's Report – Rosemary briefly talked about 2 businesses owners who were interested in creating or expanding businesses in Rockland; advised the Committee that there would be a film crew in the Downtown next week; and that she had attended her first meeting of the Knox Waldo Regional Economic Development Council, held last month at Lie-Nielsen in Warren. She also suggested that the Committee begin to work on business attraction outside the Downtown area.
9. Economic Development Report – Chris Shrum reported he was working with 5-6 businesses that wanted to expand in the local area, including a company that was developing a hybrid diesel engine for use in the lobster fleet and 2 food related businesses. He also talked about developing gastronomic tourism for the Rockland/Camden area and about a Rural Business Enterprise grant application in Belfast.
10. Community Development Department Report – Rodney reported that Oak Island Seafood had withdrawn its application for a Business Assistance grant; Chris Straka of Ascendant Energy will be talking with the City Council about supporting his application for a Business Assistance grant application; and advised the Committee that he had applied for a \$78,000 Gateway One grant, to be used in conjunction with the \$26,000 grant the City had already received.

The next meeting of the EDAC will be Thursday, April 13, 2009, at 3:30 PM in the Council Chambers.

The Committee adjourned at about 5 PM.

Respectfully submitted,

Ann Matlack

**Rockland Economic Development Advisory Committee Meeting  
April 23, 2009 – Rockland City Council Chambers**

Present: Committee Members – Frank Isganitis, Chair; Joanne Billington, Chris Guptill  
Ex-Officio – Rodney Lynch, Community Development Director; Roxanne Jobe,  
PenBay Regional Chamber of Commerce  
Downtown Alliance – Lorain Francis  
Knox Waldo Regional Economic Development Council – Chris Shrum  
City of Rockland – Rosemary Kulow, City Manager; Ann Matlack, Assistant to the City  
Manager

1. The meeting was called to order at 3:30 PM. On a motion by Joanne, seconded by Chris, the minutes were accepted as presented.
2. Status of Rockland's Museum in the Streets project – Frank told the Committee Patrick Cardone would be meeting with the investors this summer to determine their level of interest in funding this project. In a related matter, the Committee was advised that should Rockland become a Main Street Maine Community, it may be able to apply to fund this project through this program. It was agreed the working committee would continue to develop the walking tour and report on the project to the City Council.
3. Maine Downtown Conference – Representatives from the Downtown Center had visited Rockland again to look at the various venues. "Save the Date" cards will be sent out shortly by the Downtown Center.
4. Status of Main Street Maine application – The Rockland Downtown Alliance is in the process of getting their 501 (c) 3 designation. Rosemary has asked that the attorney working on the documents contact the City Attorney to work on by-laws.
5. 2005 Downtown Plan Update grant application – Rodney explained to the Committee that the City could like to apply for a \$500,000 CDBG grant next year and the Downtown Plan would need to be updated in order to do so. The City will be applying for a planning grant to fund this effort. Rodney has requested that the Committee forward any comments on updating the plan to him. In a related matter, an ad hoc committee has reviewed the proposals for an Infrastructure Master Plan for the Tillson District / Waterfront Area. The committee will be interviewing 4 consultant firms at the beginning of May.
6. City Manager's Report – Rosemary handed out copies of the Budget Notes she had prepared for the City Council as they review the FY 2009-2010 budget. She also mentioned that she had been contacted about having the City host Windjammer Weekend since there seemed to be concern that it might not be held in Camden this year. Committee members recommended letting Camden decide how to deal with Windjammer Weekend. On a related matter, the question of whether or not a fourth and final event had been scheduled for Harbor Park was raised. Only 4 events may be schedule there over the course of the summer. Roxanne said she would discuss this with the Harbor Master. She also mentioned that Lorain and Code Enforcement Officer John Root had compiled a list of empty buildings along Main Street; that the the City Council would be holding a workshop to discuss the Community Building on April 29; and that the Tillson District Overlay would be discussed at the Council's May 4 and May 11 meetings.

7. Economic Development Report – Chris Shrum reported that Rockland Marine would be submitting a \$1 million grant application for a Small Shipyard grant and would be asking the City Council for support for this project. Chris is also working with Maine Gold on branding; with Belfast on a agriculture project planning grant; and on developing a LEED Certification program with PUC funding.
8. Community Development Department Report – Rodney reported that the Faber building on Main Street had been sold and the new owner was interested in renovating it into a green building. He also reported that there would be a public comment session on May 6 regarding the Sandy Beach Park project and that Rockland had entered into an agreement to film the City and have the video placed on the City's website along with links to other local websites.

The next meeting of the EDAC will be Thursday, May 21, 2009, at 3:30 PM in the Council Chambers.

The Committee adjourned at about 5 PM.

Respectfully submitted,

Ann Matlack

**Rockland Economic Development Advisory Committee Meeting  
May 21, 2009 – Rockland City Council Chambers**

Present: Committee Members – Frank Isganitis, Chair; Joanne Billington, Chris Guptill  
Ex-Officio – Rodney Lynch, Community Development Director; Roxanne Jobe,  
PenBay Regional Chamber of Commerce  
Downtown Alliance – Lorain Francis  
City of Rockland – Rosemary Kulow, City Manager; Ann Matlack, Assistant to the City  
Manager; City Councilor Brian Harden (arriving late)

1. The meeting was called to order at 3:30 PM. On a motion by Joanne, seconded by Chris, the minutes were accepted as presented.
2. On a motion by Judy, seconded by Chris, the Committee accepted with regret Judy Waterman's letter of resignation. The City Manager's office will be sending a letter to Judy, thanking her for her service. The Committee also thanked Roxanne Jobe for her many years of service to the Committee. Roxanne has served as the Committee's Ex-Officio representative from the PenBay Regional Chamber of Commerce and will be leaving the area shortly to take a position with Eastern Maine Development Corp., working on economic development issues in Hancock and Washington counties. The Committee wished her well in her new position.
3. Maine Downtown Conference – The Downtown Conference will take place Friday, June 5, in Rockland.
4. Status of Main Street Maine application – Lorain reported that the application was under consideration and that the funding gap for the operation of Rockland Downtown was narrowing. Lorain also said that she would be working at the Chamber of Commerce through June 19, and that after that she anticipated being full time with Rockland Downtown.

Lorain distributed a memo she and the City's Code Enforcement Office had prepared on empty spaces in the Downtown area.

5. Status of Tillson Overlay District – The Overlay District was a subject of discussion at a recent City Council meeting. At that meeting, the Council suggested eliminating the Architectural Review Board, which had been a recommendation of the Committee. The Overlay District will be discussed again by the City Council at their June 15 Special Meeting.
6. City Manager's Report – Rosemary reported that Fisher Engineering will be consolidating its production facility in Tennessee with facilities in either Maine or Wisconsin. She said she and other agencies in the City would be working to bring the additional jobs (about 40-50 new jobs) to Rockland through the use of TIFs, Pine Tree Zone incentives, etc. She also reported that a developer was interesting in putting the former MDOT facility into the Pine Tree Zone; that Rockland Marine was finishing up their application for CDBG funding; and that Ann had been elected chair of the Knox Waldo Regional Economic Development Council.
7. Economic Development Report – In the absence of Chris Shrum, Frank reported that several representatives from area businesses had discussed applying for a planning grant to

encourage gastronomic tourism in the Midcoast. He also mentioned that Friday evening there would be an Art In Rockland art walk.

8. Community Development Department Report – Rodney reported he was working with Chris Shrum on placing several Rockland parcels in the Pine Tree Zone, including the Lewis Marine building, which was being eyed by Ascendent Energy as a production facility. He also reported that renovations to Winslow-Holbrook Park were moving forward and that plans would be finalized next week; and that RFPs for the Community Recreation Center Phase II work were going out soon, with a due date of June 30. He also requested volunteers to attend an open house at Dragon Cement.

In other business, Frank reported that Downeast would be doing an insert on Downtown Rockland, and that copies of the magazine would be distributed to all attendees at the upcoming Downtown Conference; that Money Magazine had listed Rockland as one of its Top 10 last-minute destinations; that Coast Living was doing a piece on Rockland; and that the Food Network would be in town June 24-25 to do a piece on the Brass Compass. Frank also reported that he and Brian were finalizing the map for the proposed Museum in the Streets tour. It was also reported that a new resident of Rockland would like to donate a tulip garden to the City.

The next meeting of the EDAC will be Thursday, June 18, 2009, at 3:30 PM in the Council Chambers.

The Committee adjourned at about 4:45 PM.

Respectfully submitted,

Ann Matlack

**Rockland Economic Development Advisory Committee Meeting  
June 18, 2009 – Rockland City Council Chambers**

Present: Committee Members – Frank Isganitis, Chair; Joanne Billington, Will Clayton  
Ex-Officio – Rodney Lynch, Community Development Director  
Downtown Alliance – Lorain Francis  
Knox/Waldo Regional Economic Development Council – Chris Shrum  
City of Rockland – City Councilor Brian Harden; Rosemary Kulow, City Manager; Ann Matlack, Assistant to the City Manager

1. The meeting was called to order at 3:30 PM. Review of the minutes was postponed until a quorum of those attending the May meeting was present.
2. Will Clayton was welcomed to the Committee as its newest member.
3. Maine Downtown Conference – Lorain reported that the Conference was an overwhelming success with kudos all around. She also handed out an updated Survey of Downtown Storefronts.
4. Rockland Designation as Main Street Maine Community – Rockland was one of 2 communities designated at the June 5 Downtown Conference; Sanford was the second community. Lorain cautioned, however, that while this was a hard-won honor, Rockland will have to continue this work in order to maintain the designation and that success is fragile.
5. Status of Tillson Overlay District – A copy of the Overlay District was distributed via e-mail to Committee members. It was noted that instead of an Architectural Review Board, the task of reviewing structures in the District was given to the Planning Board. Committee members cited several concerns with the current language: the actual footprint of the District, which appears to include some but not all of the TIF District rather than the Tillson District; lack of a threshold for triggering Planning Board review; no language on the cumulative total for improvements; ensuring that FMC was not part of the District. The Overlay District will again be on the City Council's agenda on July 13, 2009.
6. Status of Ascendant Energy CDBG Business Grant Application – The Committee was asked to support Ascendant Energy's application.
  - On a motion by Joanne, seconded by Will, the Committee voted unanimously to support the application.
7. and 8. Updating Downtown & Tillson/Waterfront Plans and City Manager's Report – Rosemary reported that the Master Plan for the Tillson District was ready to move forward. The firm of Woodard & Curran has been hired to assist with the process. Rodney said the City will work with Rockland Downtown to ensure public participation. Rosemary also said she would like to involve the Committee in developing an economic development strategy for the City. Chris suggesting using an appreciate inquiry process similar to one he had used in other communities to focus on the positive aspects of Rockland. (Joanne leaves at this time)
9. Economic Development Report – Chris reported that Fisher Engineering would be working with the City on a Tax Increment Financing proposal to expand its facility in the Industrial

Park. The Committee discussed the City's policy on redeveloping, or infill, of existing sites in order to encourage commercial development and the potential for extending existing sewer lines to other areas of the City. Chris reported that he was working on several projects, including applications to USDA targeting workforce development in the hospitality industry and Rockland as a culinary destination. The Committee also discussed the recent announcement by the corporate owners of the Samoset that beginning this December the facility would be closed over the winter.

10. Community Development Department Report – Rodney reported:

- work was progressing on Winslow Holbrook Park with the installation of fencing and the LOVE statue;
- bids for the Sandy Beach Park Project are due June 19;
- bids for the Community Recreation Center Project Phase II are due June 30;
- he will be working on a \$500,000 CDBG Downtown Revitalization Grant and the City received a \$130,000 MDOT Traffic Enhancement grant for Downtown crosswalks;
- he has applied for a \$10,000 CDBG Planning Grant to assist with updating the Downtown and Tillson/Waterfront; and
- he will be meeting with a representative from the Maine State Historic Preservation Office to clarify Rockland's historic Downtown areas and which buildings may be eligible to apply for federal and/or state tax incentives for renovating historic buildings.

In other business, Frank said he would contact Patrick Cardone regarding funding for the Rockland Museum in the Streets project. Lorain will also contact Kristin Cady at the Maine Downtown Center about grant funding for this project.

The next meeting of the EDAC will be Thursday, July 16, 2009, at 3:30 PM in the Council Chambers.

The Committee adjourned at about 5:15 PM.

Respectfully submitted,

Ann Matlack

**Rockland Economic Development Advisory Committee Meeting  
July 16, 2009 – Rockland City Council Chambers**

Present: Committee Members – Frank Isganitis, Chair (via telephone); Will Clayton, Chris Guptill  
*Ex Officio* – Rodney Lynch, Community Development Director, Shari Closter, Penobscot Bay Regional Chamber of Commerce  
Downtown Alliance – Lorain Francis  
Fisher Engineering – Jim Lattin  
City of Rockland – Rosemary Kulow, City Manager; Ann Matlack, Assistant to the City Manager

1. The meeting was called to order at about 3:30 PM. Review of the minutes was postponed until a quorum of those attending prior meetings was present.
3. Status of Tillson District Overlay – The Committee was advised that the City Council had once again reviewed the Tillson District Overlay. One recent change was to increase Planning Board oversight of changes within the District.
2. Shari Closter attended on behalf of the Penobscot Bay Regional Chamber of Commerce. The Chamber has an *ex officio* seat on the Committee and Shari said she will let the Committee know who is chosen to be that member.
4. Discussion of Fisher Engineering Tax Increment Financing (TIF) proposal – The Economic Development Advisory Committee has the responsibility of making recommendations to the City Council on TIF proposals. Rosemary explained to the Committee that Douglas Dynamics, the parent company of Fisher Engineering, has contracted with Eastern Maine Development Corporation (EMDC) and Eaton-Peabody Consulting Group to develop a TIF District for the Fisher property in the City's Industrial Park. Douglas Dynamics will be closing its Johnson City, TN plant and proposes to relocate the production capacity to Rockland, Milwaukee, WI, or a combination of both. To move production to Rockland will require Fisher to expand its current facility and to increase its workforce by about 50 employees. Fisher is proposing a 10-year TIF to assist with expansion of the facility. Mr. Lattin told the Committee that the company's greatest challenge would be in finding and recruiting skilled workers for the jobs. Since the Committee did not have materials on the proposed TIF District, it was agreed they would meet again once the information was available.
5. Updating Downtown Revitalization & Tillson/Waterfront Redevelopment Plans – Rosemary told the Committee the City had received a 90-day notice of discontinuance letter from Central Maine Power (CMP) Company. CMP will not be providing power to the Harbor Park area due to concerns about how the electricity was being provided to the Festivals. Rosemary will be asking the engineering consultants to take a look at Harbor Park while they develop plans for the Tillson District.
6. City Manager's Report – Rosemary reported that KWRED was working on its Vision and Mission Statements, along with the job description for the Executive Director. She said she had had a chat with Cianbro Corporation about bringing oversized wind turbine parts through Rockland in August; that the Sandy Beach Park Project would be starting up soon; and that Winslow-Holbrook Memorial Park would be dedicated Saturday July 15.

7. Economic Development Report – In Chris' absence, Lorain gave a report on the Downtown. She told the Committee there was only 1 open storefront along Main Street; that the Farnsworth Art Museum had had an incredible June, which impacted favorably all along Main Street; and that Rockland Main Street would be holding an open house at its new location – 417 Main Street – on Wednesday, July 22, beginning at 9 AM.

In other business, Frank reported that he had asked Brian Harden to prepare a list of sites for the Museum in the Streets walking tour, so that the list could be provided to the City Council, and Ascendant Energy's application will be discussed at the upcoming City Council meeting.

The next regular meeting of the EDAC will be Thursday, August 20, 2009, at 3:30 PM in the Council Chambers. A special meeting date and time will be determined and the Committee will be advised.

The Committee adjourned at about 4:30 PM.

Respectfully submitted,

Ann Matlack

**Rockland Economic Development Advisory Committee  
Special Meeting  
July 29, 2009 – Rockland City Council Chambers**

Present: Committee Members – Frank Isganitis, Chair; Joanne Billington, Jeff Charland, Will Clayton, Chris Guptill,  
Ex-Officio – Rodney Lynch, Community Development Director; Mehuman Jonson, PenBay Regional Chamber of Commerce  
Downtown Alliance – Lorain Francis  
Knox/Waldo Regional Economic Development Council – Chris Shrum  
City of Rockland – Rosemary Kulow, City Manager; Kevin Beal, City Attorney; Ann Matlack, Assistant to the City Manager  
Douglas Dynamics (Fisher Engineering) – James Lattin  
Eastern Maine Development Corp. – Victoria Burpee  
Eaton Peabody Consulting Group – Scott Benson  
Member of the Public – Steve Dyer, Keller-Williams

A special meeting of the Economic Development Advisory Committee was called to order at about noon by the Chair. The purpose of the meeting was to discuss the Tax Increment Financing (TIF) District proposed by Douglas Dynamics (Fisher Engineering) for their property in the Rockland Industrial Park.

Victoria Burpee (EMDC) provided an overview of the TIF District. She explained that the TIF would last for 10 years and that during that time taxes on any new value would accrue 50% to Fisher Engineering and 50% to the City. As proposed, in years 1-2 75% of new tax revenues would accrue to Fisher Engineering; in years 3-5 60% would accrue to Fisher Engineering; and in subsequent years, the percentages would reverse so that in years 9-10, the City would receive 75% of new tax revenues. Vicki also explained the sheltering benefit of the TIF, whereby state valuations would not include the new valuation during the lifetime of the TIF which will mitigate loss of state school funding, etc. due to an increase in overall City valuation.

The Committee had several concerns about whether or not the City would be protected should Fisher Engineering close its Rockland plant, and whether the TIF would follow any sale of the Rockland plant. The City Attorney explained that such concerns would be addressed in the final Credit Enhancement Agreement between Douglas Dynamics and the City of Rockland. The City Manager also told the Committee that the tax bills would have to be paid in full before Fisher Engineering could receive its portion of new tax revenues.

Scott Benson told the Committee there are 3 tiers of activities the City could use TIF revenues to fund:

- Tier 1 – Authorized project costs within the District such as capital costs and financing costs;
- Tier 2 – Authorized project costs outside the District directly related to or made necessary by the TIF, such as infrastructure improvements or other improvements such as public safety and impact mitigation; and/or
- Tier 3 – Economic Development such as economic development programs, environmental improvement plans, permanent revolving funds, employment training, etc.

Part of developing the TIF is determining how the City will use the funds. The Committee discussed how TIF revenues in other Districts are used, such as in Biddeford and Augusta,

where revenues are used to support downtown revitalization, and Brewer, where revenues are used to achieve economic development goals. Among the Committee's suggested uses for the TIF funds were infrastructure improvements, such as sidewalks in and around the Industrial Park and nearby schools; improving and enhancing accessibility to the Industrial Park, such as resolving drainage and water pressure issues, improving roadways, and overall upgrading; planning studies; leveraging grant monies; evaluating developable surplus land citywide; recapitalizing the City's Economic & Business Development Loan Program revolving loan fund, etc.

It was suggested by the consultants that the City develop a broad public investment plan so that as needs and funding levels change, TIF revenues would still be accessible. The City was cautioned against being too specific in their plans since any dramatic changes in the public investment plan would require permission from the Department of Economic and Community Development.

- On a motion by Jeff Charland, seconded by Chris Guphill, the Rockland Economic Development Advisory Committee voted unanimously (5-0) to approve the Tax Increment Financing (TIF) District as proposed by Douglas Dynamics and to use the City's proceeds from the TIF to fund municipal economic development programs and activities to support the retention and expansion of existing businesses and the attraction of new businesses to Rockland.

The next regular meeting of the EDAC will be Thursday, August 20, 2009, at 3:30 PM in the Council Chambers.

The Committee adjourned at about 1:30 PM.

Respectfully submitted,

Ann Matlack

**Rockland Economic Development Advisory Committee Meeting  
August 20, 2009 – Rockland City Council Chambers**

Present: Committee Members – Frank Isganitis, Chair; Joanne Billington, Jeff Charland, Will Clayton, Chris Guptill  
*Ex Officio* – Rodney Lynch, Community Development Director, Jane Dagley, Penobscot Bay Regional Chamber of Commerce  
Knox/Waldo Regional Economic Development Council – Chris Shrum  
Fisher Engineering – Jim Lattin  
City of Rockland – Brian Harden, City Council; Ann Matlack, Assistant to the City Manager

1. The meeting was called to order at about 3:40 PM. On a motion by Joanne, seconded by Jeff, the minutes from prior meeting (May, June and July regular and special) were approved as presented.
2. Fisher Engineering Tax Increment Financing proposal – At the request of the City Council, the Committee clarified their recommendations on the boundaries and public investment plan. The following was submitted to the City Council:

At their regularly scheduled monthly meeting, the Rockland Economic Development Advisory Committee discussed the Tax Increment Financing (TIF) District proposed by Douglas Dynamics (Fisher Engineering) for their Industrial Park property and developed recommendations for the City Council for using the funds generated by the TIF.

- On a motion by Jeff Charland, seconded by Joanne Billington, the Rockland Economic Development Advisory Committee voted unanimously (5-0) to recommend to the City Council that the proposed Tax Increment Financing (TIF) District include only the Douglas Dynamics (Fisher Engineering) property.

At their Special Meeting on July 29, the Committee was advised by Scott Benson of Eaton Peabody Consultant Group that there are 3 tiers of activities the City could use TIF revenues to fund:

- Tier 1 – Authorized project costs within the District such as capital costs and financing costs;
- Tier 2 – Authorized project costs outside the District directly related to or made necessary by the TIF, such as infrastructure improvements or other improvements such as public safety and impact mitigation; and/or
- Tier 3 – Economic Development such as economic development programs, environmental improvement plans, permanent revolving funds, employment training, etc.

Tier I: Since half of the TIF proceeds would already accrue to Fisher Engineering, **the Committee recommends the City propose no Tier I activities** in its Public Investment Plan.

Tier II: Mr. Lattin advised the Committee that MDOT mandated a traffic study to determine whether or not expansion of their facility would adversely affect local intersections and that the study determined there will be no adverse impact from the anticipated increased traffic. Additionally, the Committee was concerned that the small amounts of money accruing at the beginning of the TIF would not be sufficient to accomplish sidewalk or parking projects and they were reluctant to use Fisher TIF revenues to fund infrastructure improvements for other

businesses within the Industrial Park. Therefore, **the Committee recommends the City propose no Tier II activities** for the Public Investment Plan.

Tier III: The Committee focused its recommendations on Tier III Economic Development efforts. Chris Shrum advised the Committee that in his experience with economic development, most businesses are looking for assistance in 4 areas: access to capital, access to the marketplace, a qualified workforce and quality of place.

To assist with access to capital, **the Committee recommends the City Council use TIF proceeds to recapitalize the City's existing Economic & Business Development Loan Program.**

The Committee also supported providing more timely information to assist with economic development rather than conducting additional studies. Therefore, **the Committee recommends the City fund on-going evaluations of existing developable commercial and industrial property, both land and buildings, including the potential for subdividing the property.**

And finally, **the Committee recommends the Council use TIF funds to extend the Harbor Trail north and south of the Downtown TIF District.**

Due to the length of the above discussion, the Committee moved on to:

5. Discussion of Phase II and Phase III of Downtown Streetscapes Plan and September 3 workshop – Rodney requested volunteers for help facilitate the Downtown Streetscapes Workshop at City Hall.
6. City Manager's Report – The City Manager was unable to attend the meeting.
7. Economic Development Report – In the discussion of the Fisher TIF, Chris mentioned Knox County economic statistics he had developed. These materials will be forwarded to all present.
8. Rockland Downtown Report – Lorain's report was unable to attend the meeting.
9. Community Development Department Report – Rodney's report was postponed.

The next regular meeting of the EDAC will be Thursday, September 17, 2009, at 3:30 PM in the Council Chambers.

The Committee adjourned at about 5:20 PM.

Respectfully submitted,

Ann Matlack

**Rockland Economic Development Advisory Committee Meeting  
September 17, 2009 – Rockland City Council Chambers**

Present: Committee Members – Frank Isganitis, Chair; Jeff Charland, Will Clayton, Chris Guptill  
*Ex Officio* – Rodney Lynch, Community Development Director  
City of Rockland – Ann Matlack, Assistant to the City Manager

1. The meeting was called to order at about 3:30 PM. On a motion by Will, seconded by Chris, the minutes from the August 20 meeting were approved as presented.
2. Update on Museum in the Streets project – Frank advised the Committee that there would be no outside funding for this project. He said the trail was ready to go, but that the anonymous donors originally behind this project had backed out. It was suggested that the City look to the Maine Downtown Center for funding, since Gardiner had recently received a grant for their Museum in the Streets.
3. Discussion of Phase II and Phase III of Downtown Streetscapes Plan and September 3 workshop – Rodney advised the Committee that he would be meeting with the City Council on October 19 to update them on the project and that there would be a public participation workshop on November 16. To date, he has met with the Comprehensive Planning Commission, the Planning Board and the Parking Committee, in addition to downtown property owners who may be effected by the project. He will also meet again with Amanda Bunker of Wright-Pierce to finalize the project. He was asked whether or not the “Main Street Lite” communities would be receiving the 1 point on their applications and he will inquire of DECD.
4. City Manager’s Report – The City Manager was unable to attend the meeting.
5. Economic Development Report – Chris Shrum was unable to attend the meeting.
6. Rockland Downtown Report – In Lorain’s absence, Jeff reminded the Committee about the consulting group from the Downtown Center who would be in Rockland in early October. At the conclusion of their meetings with representatives of the City, downtown businesses and others representatives on the various Rockland Downtown committees, there will be a community meeting to be held at City Hall at which time a formal presentation on the Rockland Downtown will be presented.
7. Community Development Report – Ann reported that the Sandy Beach Park Project was nearing completion and that the new park was being well received by the community. The new grass pavers will provide 23 additional parking spaces for the City, and the path will extend the “Harbor Trail” further south. As for the Community Recreation Center, work on the mold remediation had been completed, the exterior brick work continued, framing in the Rockland District Nursing Association office and in the new locker rooms was progressing. It was anticipated that the project would be completed sometime in early December.

The next regular meeting of the EDAC will be Thursday, October 15, 2009, at 3:30 PM in the Council Chambers.

The Committee adjourned at about 5:20 PM.

Respectfully submitted,

Ann Matlack

**Rockland Economic Development Advisory Committee Meeting  
October 15, 2009 – Rockland City Council Chambers**

Present: Committee Members – Frank Isganitis, Chair; Jeff Charland, Chris Guptill  
*Ex Officio* – Rodney Lynch, Community Development Director; Mehuman Jonson,  
PenBay Regional Chamber of Commerce  
Rockland Main Street – Lorain Francis  
City of Rockland – Rosemary Kulow, City Manager; Ann Matlack, Assistant to the City  
Manager; City Councilor Brian Harden, arriving late

1. The meeting was called to order at about 3:30 PM. On a motion by Chris, seconded by Jeff, the minutes from the September 17 meeting were approved as presented.
2. Discussion of Phase II and Phase III of Downtown Streetscapes Plan and October 19 public hearing – Rodney reminded the Committee that the City Council would hold a workshop on the Downtown Streetscapes at their October 19 meeting, followed immediately by a public hearing on the application. Lorain has sent out a notice to her Rockland Main Street listserve, asking folks to attend. Among the items that would probably be addressed at the meeting are:
  - Raised crosswalks – Frank said there is no denying the need for something to slow down the traffic along Main Street, especially in the morning when cars speed up as they pass the Black Bull. Rosemary said she saw the value of raised crosswalks on Stevens Avenue in Portland, where they did slow down traffic without being obtrusive. Jeff mentioned that 15,000 cars a day travel along Main Street. It was agreed that if raised crosswalks can be shown to slow traffic, the public will support them.
  - 2-way traffic on Main Street – While this is a standard recommendation of the National Trust, it is not a realistic suggestion for Rockland.
  - Landscaping at Ferry Terminal – Discussions with folks at the Ferry Terminal were positive and there appears to be a lot of support for taking down the existing shrubbery and creating a new pocket park with a scenic vista.
3. Discussion of Infrastructure Master Plan and 2009 Downtown Revitalization Update Plan and November 16 public participation workshop – Rodney advised the Committee that a public participation workshop will be held Monday evening, November 16, in the City Hall Council Chambers.
4. City Manager's Report – Rosemary reported that the application for a TIF district at the Fisher Engineering site had been submitted to the Department of Economic and Community Development. She advised the Committee that KWRED would be contracting with Alan Hinsey and that the board continues to regroup and reorganize in order to continue the work started 3 years ago. She said KWRED would be approaching Knox County with the proposal that the County fund KWRED in the amount of \$90,000, rather than having municipalities fund economic development individually. It was also reported that Fisher Engineering, Boston Financial and FMC were all hiring at this time.
5. Economic Development Report – Alan Hinsey will be added to the agenda for the Committee's next meeting.
6. Rockland Downtown Report – Lorain reported the cruise ship visit was very successful and that she was still collecting information from local merchants on the impact of the cruise ship

passengers and crew on their businesses. The Committee was interested in knowing what the cost was to the City and whether or not this cost had been offset by landing fees. They also wanted to know whether or not the landing fee should be adjusted now that there was some experience with a larger vessel. Frank and Jeff reported that they and Terry Pinto had taken an environmental tour of the ship to see how the ship dealt with rules and regulations concerning overboard discharges, etc. Jeff said that when large passenger vessels began visiting Bar Harbor, there were concerns about pollution. However, an investigation by the MDI Water Coalition was cut short when they didn't find any pollution as a result of cruise ship activity in and around Bar Harbor.

Some concerns about the cruise visit were discussed, including negative articles in a local paper and criticism from some merchants that it appeared most cruise ship passengers were looking for more tourist-y shops and restaurants.

Lorain also reported that the Resource Team from the National Trust for Historic Preservation and the Maine Downtown Center (a part of the Maine Development Foundation) had visited Rockland and that they were enthusiastic about Rockland. The final report from the Team would be available in about 6 weeks.

7. Community Development Report – Ann quickly updated the Committee on the Sandy Beach Park Project and the ongoing renovations at the Community Recreation Center.
8. Other – Jeff reported that Rockland would be signing on to the Gateway 1 start-up agreement. He explained that Gateway 1 was a ME Department of Transportation effort to put control over development along Route 1 back in the hands of local governments. He said Gateway 1 used the analogy of a “string of pearls” to refer to the communities along Route 1 and that this was an opportunity of Rockland to directly impact those areas of the community it would like to see developed and those areas it doesn't want to see developed. Jeff mentioned that an additional 55,000 people were anticipated to move into this area. As part of Gateway 1, it would be requested that the City adopt ordinance changes to encourage growth in certain areas and that these changes fit in with the Downtown Plan, the Comprehensive Plan, the Tillson Overlay Zone. Jeff also advised that Camden and Thomaston had signed onto the agreement. Further information was available on the Gateway 1 website: <http://www.gateway1.org/>

The next regular meeting of the EDAC will be Thursday, November 19, 2009, at 3:30 PM in the Council Chambers.

The Committee adjourned at about 5 PM.

Respectfully submitted,

Ann Matlack

**Rockland Economic Development Advisory Committee Meeting  
November 19, 2009 – Rockland City Council Chambers**

Present: Committee Members – Jeff Charland, Vice Chair; Joanne Billington, Will Clayton  
*Ex Officio* – Rodney Lynch, Community Development Director; Mehuman Jonson,  
PenBay Regional Chamber of Commerce  
Knox/Waldo Regional Economic Development Council – Alan Hinsey  
Rockland Main Street – Lorain Francis  
City of Rockland – Ann Matlack, Assistant to the City Manager

1. The meeting was called to order at about 3:35 PM by Jeff Charland. Jeff welcomed Alan Hinsey back as the KWRED Executive Director on behalf of the Committee. On a motion by Joanne, seconded by Will, the minutes from the October 15 meeting were approved as presented.
2. Discussion of Infrastructure Master Plan and 2009 Downtown Revitalization Plan Updates and December 2 public participation workshop – Rodney reminded the Committee that there will be a workshop on December 2, 2009 at 7 PM in the City Council Chambers to hear about the Plan Updates and progress on the Infrastructure Master Plan. At the workshop Woodard and Curran, an engineering consulting firm in Portland, and City staff will present the updated findings on the condition of public infrastructure and utilities such as roads and sewers in the Tillson Avenue area, as well as an updated inventory and assessment of the public infrastructure along Main Street such as the condition of the sidewalks and crosswalks. After the presentations the public will be asked to identify and prioritize various infrastructure projects, strategies and funding sources for the Tillson Avenue and the Main Street areas.
3. Extension of Rockland Downtown Area – Rodney explained that over the past couple of years, the Downtown area has been drawn and redrawn several times, first to define the Tillson Tax Increment Financing District, then to apply for grants and as part of the application to become a Downtown Center. He presented the Committee with a map of the proposed Downtown area. This extension of the Downtown area will include more of the properties in the south Main Street area and allow some of the businesses there to apply for New Market Tax Credits.
  - On a motion by Will, seconded by Joanne, the Committee unanimously recommended that the City Council redraw the Downtown area as proposed in the map presented to the Committee. Rodney will request that the City Council approve the map at an upcoming meeting.
4. City Manager's Report – The City Manager was unable to attend the meeting so no report was given.
5. Economic Development Report – Alan Hinsey re-introduced himself to the Economic Development Advisory Committee and handed out materials pertaining to his work plan for 2010 and his activities to date. He said the current focus of KWRED is business retention and developing the industry sector in the area. He also explained that the structure of KWRED had shifted from a division of Eastern Maine Development Corp. (EMDC) to being of a private non-profit corporation.
6. Rockland Downtown Report – Lorain updated the Committee on organizational work by the Economic Restructuring and Design committees and talked about upcoming Festival of Lights activities.

7. Community Development Report – Ann quickly updated the Committee on the Sandy Beach Park Project and the ongoing renovations at the Community Recreation Center.
8. Other – Rodney advised the Committee that he is working on CDBG applications for Public Infrastructure (Lindsey Brook Interceptor) and Downtown Revitalization (Streetscapes Phase II and III).

The next regular meeting of the EDAC will be Thursday, December 17, 2009, at 3:30 PM in the Council Chambers.

The Committee adjourned at 4:30 PM.

Respectfully submitted,

Ann Matlack

**Thursday, December 17, 2009 At 3:30 PM  
Rockland City Hall Council Chambers**

Attendance: Jeff Charland, Will Clayton, Chris Guptill, Lorain Francis and Rodney Lynch

1. Call meeting to order at 3:35Pm and November 19, 2009 minutes approved.
2. 2009 Downtown Revitalization Plan Update: Rodney Lynch reported that the consultants will present the plan to the City Council on January 4, 2010 for their review with council action on the plan on January 11, 2010
3. Extension of the Downtown Improvement Area: Council approved the extension of the Downtown Improvement area to include 216-218 Main St. on December 14, 2009.
4. 2010 CDBG PI and DR Applications: Moved by Will Clayton and seconded by Chris Guptill to approve the submission of the 2010 CDBG Public Infrastructure Grant application for Lindsey Brook, and the 2010 Downtown Revitalization Grant application for Main Street. Approved 3-0.
5. City Manager's Report: Not available
6. Economic Development Report: NA. Committee appointment to KWRED tabled.
7. Rockland Downtown Report: Lorain Francis reported that the organization's Design Committee will be meet with the City on January 14, 2010 to review possible redevelopment areas; there will be will an economic restructuring and recruitment training session in February 2010; and the group is working with the Maine Downtown Center on a possible grant for Harbor Trail design, streetscape amenities or for property owner assistance. This matching grant is only available to designated Main Street Maine Communities.
8. Community Development Department Report: Update on the status of the Community Recreation Building included completion of the Nursing offices; installation of the backboards and hoops underway; 3 new boilers installed; and locker rooms improvements underway. Next project is installing new gym floor and the bleachers. Schedule completion is the end of January.

Meeting adjourned at 4:07PM. Next meeting is Thursday, January 21, 2010, at 3:30 PM.

Submitted by Rodney Lynch