



**Norridgewock TIF Advisory Committee
Meeting Minutes
October 24, 2023
5:00 PM
Conference Room, Norridgewock Town Office**

MEMBERS PRESENT

Todd Pineo, Vice Chair
Brandi Ireland
Ruth Keister
Deanna Meservie

STAFF PRESENT

Richard LaBelle, Town Manager

MEMBERS ABSENT

John Malek, Chair
Joselyn Doone
John Lynch

Also present for all or part of the meeting was Chuck Farrand.

1. **Call to Order**

Mr. Pineo called the meeting to order at 5:08 PM.

Pledge of Allegiance.

2. **Discussion/Action on August 22, 2023 Minutes**

Ms. Meservie made a MOTION to approve the August 22, 2023 meeting minutes. Seconded by Ms. Keister. MOTION PASSED.

4. **Continued Business**

Mr. Pineo requested that Continued Business be brought forward in the agenda to ensure there was a quorum on decision-related business. Ms. Ireland made a MOTION to bring Continued Business to the current place on the agenda. Seconded by Ms. Keister. MOTION PASSED.

Discussion/Action on Mural Project for Emery Town Square, Additional Panel

Ms. Keister made a MOTION to approve up to \$2,500 in funding for an additional panel to be added to the mural at Emery Square. Seconded by Ms. Meservie. MOTION PASSED.

3. **New Business**

Initial Discussion Regarding Self-Service Kayak Rental Proposal

Mr. LaBelle stated that he was contacted by a prospective vendor, RentFun, proposing the installation of a kayak rental rack. Mr. Malek reviewed the materials and suggested scheduling a call for further information. The Committee is being asked for feedback on the initial proposal, given that TIF is a likely source of potential funding for the project should it move forward.

Committee members propose the following inquiries for consideration:

- Is the price proposal for a four-unit station? Is it the same for an eight-unit?
- What is the cost structuring for bikes? Are there trail bikes, as opposed to street bikes?
- Is there an alternative to using smartphones to access kayaks? Is there a cost for the app?
- At what frequency can the rental rate be changed?
- What is the equipment condition/maintenance guarantee, including kayaks, cages, etc.? Is there a replacement schedule and/or guarantee?
- Is there a preferred method of preparing the groundwork ahead of installation?
- What is done in the winter for storage?
- Is there a discount for utilizing Wi-Fi instead of using cellular?
- Is there an opportunity to offer cages for private kayak storage at a fee?

Committee Discussion Regarding Other Potential Project Proposals

Mr. Pineo stated his strong support for the Façade Improvement Program, as it creates a public/private partnership that is a seed for growth and expanded private investment. He is unsure of other opportunities but would be supportive of other similar programs where public money could be used to stimulate more substantial private investment.

There was discussion regarding the downtown area and what the appropriate/ideal mix of residential and commercial space is. Is there too much residential space in that area? Mr. LaBelle notes that land and building stock are in short supply and that the downtown area is also in a relatively small area. Mr. Pineo notes that there will likely be town-center shifts in years to come because of the limited space.

Ms. Meservie believes expanded marketing of TIF project potential to businesses would be valuable. General marketing of the Town's economic development benefit would also be valuable. She suggests contacting previous Façade Improvement Program participants who have not fully exhausted their allowance to inform them that they can apply for the remaining program allowance.

Other items discussed included:

- The Oosoola Park Music Series was very well received and provided a lot of traffic throughout town. Are there similar programs that could be offered?
- Incentive for trail-based businesses to site locate in closer proximity to the rail, especially repair maintenance
- Facebook publicity. Seek public input/survey for ideas related to expanding economic development in Norridgewock, including potential locations for future development

Ms. Keister left the meeting at 5:54 PM; the quorum was lost. The meeting continued informally for the purposes of discussion.

4. **Other Business**

None.

5. **Adjournment**

There being no further business before the Board, Mr. Pineo declared the meeting ADJOURNED at 6:10 PM.

Respectfully submitted,

Richard LaBelle
Town Manager