

Town of Waterboro
20/20 Master Planning Committee

Minutes

August 11, 2014 – 5:15 PM – Central Fire Station

Call to Order: 5:20 PM by Chair, Bob Powers

Present: Members - Bob Powers, Dianne Holden, Dave Barker, Judi Carll, Roger Macomber, and Tim Neill, members; and, Town Planner, Tom Ursia and, Sel. David Woodsome. **Absent:** Todd Abbott and Andy Cote, members.

Review & Accept Agenda: Judi made the motion to accept the agenda. Roger seconded. Voted, passed.

Minutes: Roger made the motion to accept the minutes of July 1, 2014. Tim seconded. Voted, passed.

Announcements: **1)** Bob gave an update on obtaining a copy of the City of Biddeford's comprehensive plan update video. He has called and gone to City Hall with no avail, except to find out that it is posted U Tube. **2)** Tom announced at the Little Ossipee Lake Campground expansion is moving forward; Dollar General will be building in No. Waterboro; Aroma Joe's will be building in East Waterboro; and funeral homes are again scoping out the town. National franchises are looking at Waterboro. **3)** Judi stated that the Town should create a Historic District. Tom replied that if that were to be done, it needs to be done soon. **4)** Tom presented a large scale printout of the population and history information done by Lincoln Press. All agreed it is a wonderful addition for the Comprehensive Plan presentation.

Correspondence: None.

Old Business:

- A. Status Report on Hospitality & Toursim Chapter: Tom passed out an informational flyer for The Maine Beaches, 2013 Regional Tourism Impact Estimate. Waterboro falls under the Maine State Tourism 'Main Beaches' and a discussion was held as to whether that was the right fit for Waterboro. Tom stated that if Waterboro wants to make it in tourism, there needs to be, at a minimum, a part time Chamber. Tom is ready to put together his Tourism Chapter as he has received the State information he was waiting for, and he will have the finished product done by the 20/20 September meeting. There is a need to do a separate marketing study on tourism.

- B. Status Report on Open Space and Natural Resources Chapter: Todd & Dianne Dianne expected Todd to bring a draft to the meeting tonight. Dave W. will talk to Todd for an update. Tom has done work on digital and large format color print of the trail systems in Waterboro with information he got from the ATV and Snowmobile Clubs.
- C. Status Report on Governance Chapter: Bob met with Town Adm. Gary Lamb and gave him information and suggestions for the Governance Chapter. Bob is hopeful that he will have a draft by the September meeting.
- D. Status of Economic Development Chapter/Timeline for Final Report: Bob went over the work, to date, done on the EDC Chapter and discussed budgeting monies for the 2013-14 and 2014-15 fiscal years in regards to holding a facilitated conversation with the business community and a tourism marketing study. The outcome of the business community conversation could be the opening statement for the EDC's Chapter.
- E. Other Unfinished Business, if any: None

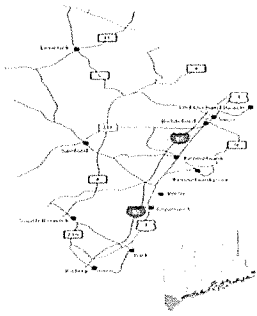
New Business:

Other New Business, if any: None

Adjournment: Dave B. made the motion to adjourn at 6:50 PM. Roger seconded. Voted, passed.

Respectfully submitted,

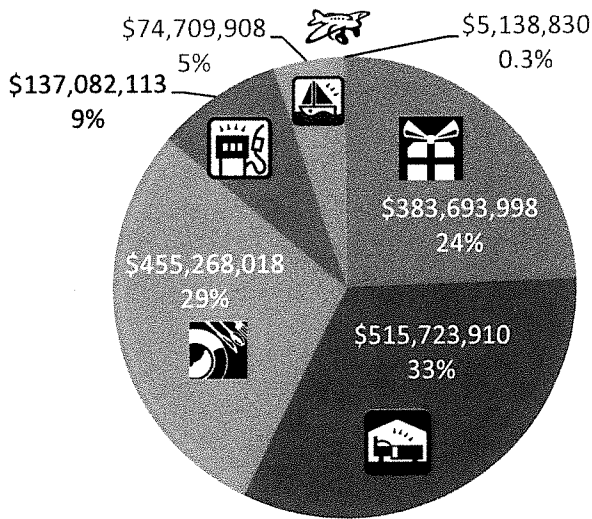
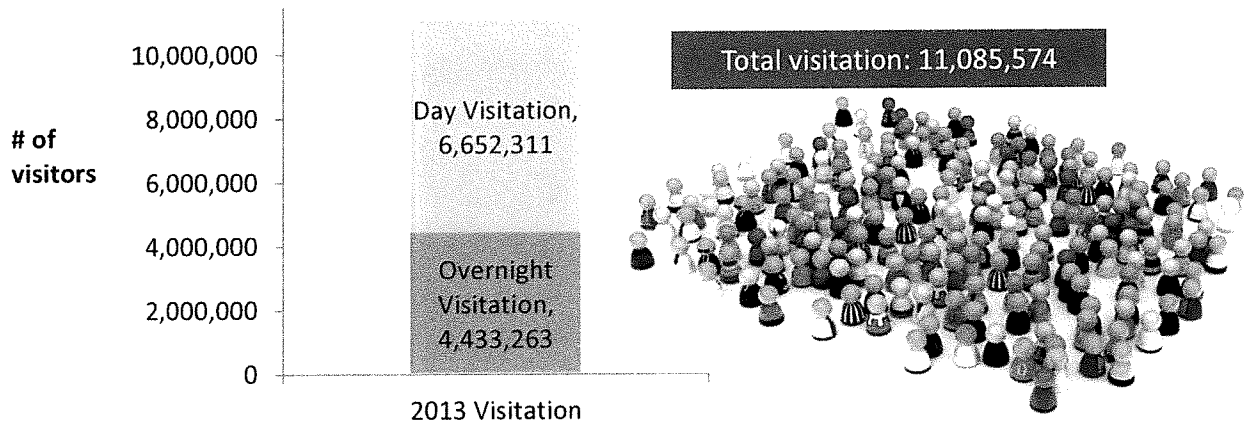
Dianne Holden
Committee Secretary



The Maine Beaches

2013 Regional Tourism Impact Estimate

Estimated visitation to the Maine Beaches in 2013 exceeded 11 million visitors.



In 2013, visitors to the Maine Beaches region spent more than \$1.5 billion.

- Retail Sales
- Lodging
- Restaurant/Food
- Gasoline
- Recreation
- Other Transportation

The money spent by visitors in the Maine Beaches region supported...

Economic Impact begins when a visitor spends money in an area. The benefits to the local economy go beyond the basic impact of these dollars spent – these dollars create a chain effect. The effects of these expenditures are evident as the direct recipients of these expenditures in turn pay wages, earn income, and pay taxes. Further these direct recipients spend *their* income and thereby create more impact.

25,843 jobs

\$ 496,018,332 in total earnings

\$ 143,702,793 in total taxes

- For the purposes of visitation and visitor expenditure estimates, only visitors on tourism related trips are included. *Tourism related trips include: All leisure trips, VFR trips that are a general visit to see friends or relatives, a wedding, or a holiday visit, and business trips that are for a convention/conference/trade show or training/professional development.*
- For the purposes of expenditure estimates, visitors are defined as all overnight visitors and all out of state day visitors on tourism related trips.
- Economic Impact is estimated using DPA visitor expenditure estimates, and the RIMS II Economic Impact model.