

Board of Selectmen's Meeting Minutes October 8, 2013; 5:00 P.M.

Board Members Present: Douglas A. Taft, Chairman; Bernard N. King, Jr., Vice-Chairman;
Paul E. Hoyt; Robert J. McHatton, Sr.; Kenneth J. Murphy

1. Call to Order

Chairman Taft called the meeting to order at 5:00 P.M.

2. Pledge of Allegiance

The Board recited the "Pledge of Allegiance."

3. Approval of Minutes – September 24, 2013

Motion was made by Vice-Chairman King for approval of the minutes from the September 24, 2013 Board Meeting as amended (correction on page 7 – clear view to the left right); 2nd from Selectman Murphy.
4 approve/0 oppose/1 abstention (Hoyt abstained because he was absent from the meeting)

4. Correspondence and Other Pertinent Information

a. Letter of Resignation; Wastewater Committee – Mark Hatch

Mark Hatch submitted written resignation from the Sewer Committee. **Motion** was made by Selectman Hoyt to accept the resignation with regret; 2nd from Selectman McHatton. 5 approve/0 oppose Town Manager Berkowitz will prepare a thank you letter to Mr. Hatch and advertise to seek new membership.

b. Local Government – Robert Casimiro

Bob Casimiro introduced Bob Montgomery Thomas to the Board. Mr. Thomas provided the Board with a written document which he read to the Board. His comments related to government and freedom of speech. The Board thanked Mr. Thomas for his comments.

5. New Business

a. Permits/Documents Requiring Board Approval

1. Quit Claim Deed to Brian L. Roberts (Map 8, Lot 10)

Motion was made by Selectman Hoyt for approval of 5.a.1.; 2nd from Vice-Chairman King.
5 approve/0 oppose

2. Quit Claim Deed to John M. Merrill (Map 25, Lot 18/2)

Motion was made by Selectman Hoyt for approval of 5.a.2.; 2nd from Vice-Chairman King.
5 approve/0 oppose

b. Bids, Awards and Other Administrative Recommendation

1. Award Bid – Audit Services

The receipt of bids was closed at 2:00 P.M. on October 3, 2013. To follow are the bids received and their amounts:

	2014	2015	2016
Ron L. Beaulieu & Company; Portland, Maine	\$12,500	\$14,750	\$13,785
Runyon Kersteen Ouellette (RKO); South Portland, Maine	\$14,500	\$14,750	\$15,000
RHR Smith and Company; Buxton, Maine	\$13,442	\$13,442	\$13,442
Maine Municipal Audit Services, Pa; Levant, Maine	\$16,200	\$16,200	\$16,800
Smith and Associates; Yarmouth, Maine	\$7,800	\$10,800	\$10,800

Town Manager Berkowitz reported that interviews of the firms are being conducted on October 15, 2013 and October 16, 2013. Selectman McHatton and Selectman Hoyt volunteered to be part of the interview process. A recommendation will be made to the Board of Selectmen after the interviews.

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5. New Business

b. Bids, Awards and Other Administrative Recommendation (continued)

2. Award Bid – Police Cruiser

Police Chief Kevin Schofield informed the Board that three bids were received for a 2014 Ford Utility Police Cruiser as follows:

	Price	Trade	Final
Macdonald Motors – North Conway, NH	\$27,354	\$3,000	\$24,354
Quirk Ford – Augusta, ME	\$27,321	\$1,700	\$25,621
Ripley & Fletcher – South Paris, ME	\$28,967	\$3,500	\$25,467

Chief Schofield recommended awarding the bid to Macdonald Motors of North Conway, NH. **Motion** was made by Selectman Hoyt to award the bid to Macdonald Motors as recommended by the Police Chief; 2nd from Selectman Murphy. 5 approve/0 oppose

Selectman McHatton requested a future agenda item for discussion of the Purchasing Policy.

**3. Update Reports – Speed Lazer, Burn Grant and Highway Safety Grant
– Police Chief Kevin Schofield**

Police Chief Kevin Schofield reported that as a result of the successful completion and administration of \$20,000 in Bureau of Highway Safety Grants, the Police Department received a \$1,200 speed laser measuring device; Officer McCormick was commended for his diligent work on administering the grant and providing BHS with accurate and timely financial reports.

He further reported that the Police Department has been awarded \$1,100 in Edward J Byrne Memorial grant funds for calendar year 2014. While this is good news in assisting the Department to procure operational equipment, there has been a steady 30% decline in Byrne grant funding since 2011 when we had received approximately \$2,900.

4. Confirming Trail Grant Application – Anne Krieg

Director of Planning, Economic and Community Development Director Anne Krieg requested approval to pursue the following two projects: 1) Reapply for funds to build a walking path along the perimeter of the property at the BRAG fields. No projects were funded last year which is why we didn’t hear either way if we received this grant. Hopefully this year the fund will be supported by the legislature. 2) When Pondicherry Park was first constructed; it was intended that the lower trail connecting from the Dunning Memorial bridge over to Willet Road and to the Ham Bridge to be accessible. Diverse trail use is a positive focus in this year’s grant round so this is a good opportunity to complete this former intention. The project, then, would be re-constructing this said trail with pervious materials sturdy enough for wheelchairs and baby strollers (I saw many young families struggle with their strollers though there this summer) as well as making the footbridges accessible.

Chairman Taft raised concerns about potential Pondicherry Park Easement violations and invited Ms. Krieg to attend the next Pondicherry Park Meeting for additional discussion with the Committee prior to Board consideration.

Motion was made by Selectman Hoyt to move forward with the walking path along the perimeter of BRAG field, contingent upon an agreement to hold the grant funds until July of 2015 when the Town has ownership of the property; 2nd from Selectman McHatton. 5 approve/0 oppose

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5. New Business

b. Bids, Awards and Other Administrative Recommendation (continued)

5. Summary of the TV promotion "My Road Trip" – Anne Krieg

Director of Planning, Economic and Community Development Director Anne Krieg submitted a memorandum as information on a marketing endeavor for town involvement. The show called My Road Trip with Kristen Marin is produced through the CW station and is broadcast to their partners. They have been working with Barbara Clark at our Chamber to garner businesses to purchase 3 minute spots to create a 30 minute show. It is open to the entire Bridgton Chamber's region; thus it's important for Bridgton to have a specific spot in this TV show. She is thinking of showing the Bridgton area with the 3 minutes, highlighting Pondicherry Park, Salmon Point Campground, our museums, the library and a view shed shot. The three minute investment is \$3,130. **Motion** was made by Vice-Chairman King to authorize Ms. Krieg to move forward with the marketing endeavor; 2nd from Selectman Hoyt. 5 approve/0 oppose

6. Town of Bridgton Organizational Resolution

"The Bridgton Board of Selectmen acting in their capacity as the Board of Directors for the Town Trust Funds, do hereby authorize Mitchell A. Berkowitz, Town Manager and Laurie L. Chadbourne, Town Clerk to act on behalf of the Town of Bridgton for all authorized transactions related to the Moose Pond Land Trust Fund, the Bridgton Trust Fund and the Park Forest Trust Fund whose assets are invested through the Norway Savings Bank – Asset Management Group. Ms. Linda Nilsen is authorized to conduct limited investment and information transactions in the absence of Mitchell A. Berkowitz and Laurie L. Chadbourne, all in conformance with the Norway Savings Bank – Asset Management Group Organization Resolution. This Organization Resolution shall be in full force and effect as of the date of passage and shall continue until succeeded by an updated Organization Resolution." **Motion** was made by Selectman Hoyt for approval of the Town of Bridgton Organizational Resolution; 2nd from Vice-Chairman King. 5 approve/0 oppose

7. Norway Savings Asset Management Group Agency Agreement

Motion was made by Selectman Hoyt for approval of the Norway Savings Asset Management Group Agency Agreement and to authorize the Town Manager to execute the documents; 2nd from Vice-Chairman King. 5 approve/0 oppose

c. Legal Matters

Town Manager Berkowitz reported that legal matters will be discussed in executive session.

d. Selectmen's Concerns

- **Selectman McHatton** reported that after speaking with Town Clerk Laurie Chadbourne, he realized that the deadline for the November Ballot has passed; he will request that the Board direct a question to ban fireworks or not to the Annual Town Meeting Warrant (ballot) next year.
- **Selectman Hoyt** asked for a status update regarding the Town Hall. Town Manager Berkowitz responded that the study analysis draft will be made available within the next week or so and a full presentation will be made to the Board at the last meeting in October or sometime in November. The Board requested that the draft document be provided to them at their next meeting with presentation in November.
- **Selectman Hoyt** asked for a status update regarding a tractor for BRAG fields. Chairman Taft responded that this issue will be discussed later in the meeting.

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5. New Business

d. Selectmen's Concerns (continued)

- **Selectman Hoyt** received public concerns regarding the equipment at the skate park and after review of the area suggested that the Recreation Director and Public Works Director work together to address any safety concerns. Selectman Hoyt will also provide names to the Recreation Director of a few individuals that expressed interest in serving on a committee to begin plans for the future of the park.
- **Selectman Hoyt** thanked the Public Works Department for cutting trees and limbs back from speed limit signs as well as various other clean up.
- **Vice-Chairman King** reported that the 50mph speed limit sign going out of town and the 45mph speed limit sign coming into town on the Harrison Road are missing. Chief Schofield will follow up with Maine Department of Transportation.
- **Selectman Murphy** had received an inquiry as to why many of the buildings along Main Street are missing the house number lettering. Town Manager Berkowitz will follow up on this issue.
- **Chairman Taft** had no concerns.

e. Other Matters

Vice-Chairman King reported that a **high school senior student** sits at the table during School Board Meetings; the student is not able to vote or enter executive session but is able to ask questions and make comment. He recommended that the Board of Selectmen offer the same to inspire youth to get in involved with local politics. The Board agreed and encouraged Vice-Chairman King to gather additional information.

Public Works Director Jim Kidder reported that the **sewer project** is moving along nicely and will most likely wrap up within the next week to ten days.

Town Manager Berkowitz reported that as of the end of September we were 25% into this fiscal year; our **expenses** came in at 23.2% while our **revenues** came in at 24.2%.

Town Manager Berkowitz reported that several questions have been raised in light of the recent **shutdown of our Federal Government**. It is important to note that for the most part none of this has had any direct impact to your local government operations. As for our day to day operations, again we are reliant upon local property taxes which continue to be received. The Town does not have any employment positions that are dependent upon federal dollars and therefore we will continue to operate without interruption. We also recognize that many of our tax payers do rely upon federal related programs such as social security or that their employment may be dependent upon federal funding. While this has an important impact to their individual lives, at this point we hope that the shutdown will end shortly and the inconveniences and problems it may be causing folks will be remedied. If the shutdown were prolonged it could impact some of our tax collections due November 15, 2013 as well as isolated operations in town government. Let us all hope this gets resolved soon.

6. Treasurer's Warrants

Motion was made by Selectman Hoyt for approval of Treasurer's Warrants numbered 30, 31, 32, and 33; 2nd from Selectman Murphy. 5 approve/0 oppose

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7. Committee Reports

a. Comprehensive Plan Committee / The Committee did not submit a report.

b. Community Development Committee / The Committee did not submit a report.

c. Waste Water Committee / The Committee did not submit a report.

d. Recycling Committee

1. Review Recycling Container Policy at Events and Take Action

The Recycling Committee recommended the following policy: "It shall be the policy of the Bridgton Board of Selectmen that for each and every publicly approved event the event organizers shall be required to provide at least one (1) dedicated recycling container of their choice at every public event. For events with over 50 people, there shall be at least one (1) dedicated container for each 50 expected participants. Event organizers shall arrange for proper emptying of these containers during and after the event with the collected recyclables going either to a redemption center or properly delivered to the Town's Transfer Station and Recycling Center. The event approval shall be conditioned upon this requirement."

The Board directed the policy back to the Committee for clarification of intention of the dedicated recycling container (returnable container and/or single sort recycling containers).

2. Discussion of a New Representative to Ecomaine

Town Manager Berkowitz requested that this item be moved to the next meeting.

e. Investment Committee

The Committee did not submit a report.

8. SAD 61

Vice-Chairman King reported that the School Board is reviewing voluntary redistricting.

9. Hearings: 6:00 P.M.

a. Public Hearing(s) – None / b. Informational Hearing(s) – None

10. Public Comments and Presentations

a. Non-Agenda Items

On behalf of the **Bridgton Literary Group**, George Bradt requested approval to donate shelving to the Transfer Station for the children's books; the group would also maintain that section. The Board thanked Mr. Bradt and directed Town Manager Berkowitz to coordinate their efforts with the Transfer Station Manager.

Acting as a taxpayer and not as a committee member, Glen Zaidman stated that discussion regarding how to **manage growth in Bridgton** has been ongoing for three years and asked when the Board is planning to being the process of presenting zoning to the public. Selectman McHatton replied that the new Comprehensive Plan should be implemented (2014) before preparing and presenting ordinances to the public. The Board opted to invite the Chairman of the Comprehensive Plan to the next meeting for additional discussion.

On behalf of the **fuel collaborative** at the Community Center, Mike Tarantino is seeking (tax deductible) donations. He also thanked the Town for allowing the group to take advantage of the fuel savings.

b. Agenda Items

There was no public participation regarding agenda items.

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11. Old Business

a. **Salmon Point Advertisement Plan and Costs**

Selectman Hoyt disclosed that he has a site at Salmon Point and recused himself. Selectman McHatton disclosed that he has a sister that camps at Salmon Point (MMA has determined no conflict of interest). Town Manager Berkowitz submitted and reviewed the following Salmon Point Marketing Plan:

Purpose: To identify the demographics and regional area that will be the target of the Salmon Point marketing efforts for the 2014 season.

Demographics and Premise for the Plan: The current 50 sites (56 once the new sites are available) have generally been leased on a seasonal rather than a transient basis. Transient leases generally could be as little as a single overnight or extend to as much as a week or two. As we look at our 2013 season which carried about four non-leased sites the lion share of lessees came from the southern Maine and Massachusetts regions. While there may have been an occasional lessee from outside this narrow New England corridor, it is clear that our past successful leasing comes from this narrow region. Further, the age of our demographics tend to be upper 30's through retirement.

A walk thru of the campground also indicates that very young families with children are more of the transient or visitor to an existing site rather than the lion share of past leases. Consequently, the staffing for the Campground allows for a very high ratio of lessees to employees. A shift in emphasis to more transient camping may require additional personnel at the beginning of a stay, during the camping (maintenance and activities) and at the end of a camping experience.

It appears that the current philosophy from the Board of Selectmen is to encourage long term leasing but have the ability to meet a transient camping experience. Therefore the following is an outline of the Marketing Plan for 2014.

The Marketing Plan: The following is a check list that we are recommending be followed to create and implement the proposed marketing plan.

The Target Region: We believe that any advertisements should hit the southern Maine, New Hampshire and Boston populations. This would allow us to re-introduce the "experience" to a very diverse population. We also believe that we are attempting to reach an audience with a household income of at least \$65,000 per year, likely have the children in their final years of high school or beyond and may also be approaching or directly engaged in retirement.

The Experience: People enjoy camping for the experience and the memories. We believe the coordination of pictures and text can tell this story and make it attractive for new campers as well as re-establish the experience for our core of return lessees.

The Media to be used: While joining any camping or campground association will give us access to a large population, we must realize that the limited dollars expended should target a population that is likely to seek this experience. Campers from the areas outside the New England Region may come as transient campers but are less likely to seek a season lease. We will query such associations; determine if the membership fee and subsequent advertising fee with them targets our Market. This will also mean asking the association for the "home base" for their membership. A New England Based association may be a better medium than a national association for this reason.

We will look at the various printed options open to us including the association literature and with the cost-benefit analysis make a determination which might be best. We can create the content and utilize some pictures to further express the experience we offer.

We will identify and contact other printed and content companies to again determine through a cost benefit analysis which might offer the best outcomes for our limited dollars.

At first glance, we are not sure radio and television are attractive or cost effective. However through this media we may find some opportunities such as Fox 23 and some of the Boston based television and radio spots. We would also determine the timing of such spots including the season for their placement.

We believe that some advertising dollars should be expended for the immediate area of Bridgton and Southern Maine to remind current and future campers that we are open for business. This also means we need to make our policy decisions now and not resurrect old discussions. Existing campers are looking to shed the side effects of having to "watch" what is going on instead of engaging the experience they had hoped for.

Our review however is pointing towards the most cost effective solution; establishing a separate website for the Salmon Point campground. Those costs are much smaller and the annual subscription to retain ownership of the domain would be under \$300 per year giving the town ample options for content and pictures. It would also allow for some funds for printed materials. We would like to pursue this immediately.

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11. Old Business

a. Salmon Point Advertisement Plan and Costs (continued)

With the above in mind, we have identified the following media that will be contacted and evaluated”

Newspapers:

- Portland Press Herald and Sunday edition
- Bridgton News
- A newspaper covering the lakes region
- A Boston newspaper

Television and Radio:

- Portland region based television/radio
- WHOM
- Boston based television spot

Printed Literature:

- Create our own tri-fold
- Utilize an existing camping association membership population and literature
 - Identify the various camping associations and do a cost benefit analysis

Digital Promotion:

- Utilize our content above for our own website for Salmon Point
- Identify and contract with another website for advertisement purposes

Expected Budget: We will recommend using our FY 2014 budget with limited funds for the first season. This will still be an expense of about \$1500 and only focus on our narrow New England region described above. In the FY 2015 budget we could expand this promotional budget if needed to a larger sum depending on a number of factors including our vacancy rates going into the 2014 season.

Timing of our Promotions: We can establish a website with the appropriate content within a few weeks and follow it up with our “Campfire Notes” to our campers and provide content for our local paper. We will attempt to get into the promotional efforts over the next 60 days but realize with our limited budget and the time of year, we may have already missed publication dates. This is usually true for the “transient” campground model. We may be able to promote our seasonal model in the Southern Maine corridor as part of a Christmas opportunity to fill the available sites including our six new sites.

The Team: Gary Colello is the new leader and will be assisted by Dawn, Ted, Anne, Georgiann and myself. We will move this project along and periodically report to the Board.

Respectfully Submitted, Gary Colello-Recreation Director Mitch Berkowitz-Town Manager”

Town Manager Berkowitz also recommended implementing a “refer a friend for a \$100 credit program.”

Lengthy discussion ensued. **Motion** was made by Vice-Chairman King to accept the Marketing Plan and the Town Manager’s recommendations; 2nd from Selectman Murphy. 4 approve/0 oppose

b. Proposed Language for “Watercraft”

Town Manager Berkowitz submitted and reviewed the following proposed amendment to the Lease Agreement and the Rules and Regulations for Watercraft:

The Problem: The Town of Bridgton does not have a mooring ordinance and when a site lessee uses any type of watercraft, the fee for such watercraft is applicable and includes the access over the leased site.

Pertinent Article:

Article 4. Add at the end of existing language....This shall include the right to access the lake for the use of watercraft of any kind. Such access for the use of watercraft owned or leased by the site lessee, regardless of whether it is moored or docked, shall subject the site lessee to pay the appropriate annual watercraft fee to the Campground Manager.

Rules and Regulations:

First line add after *Docked or moored*

Add as the new third line just after personal watercraft. **Whether the watercraft is docked or moored or the watercraft is owned, loaned or leased to the site lessee, the site Lessee shall pay the appropriate watercraft fee to the Campground Manager. The fee incorporates the right to access the lake by the site lessee, their family and their guest(s) through any portion of the campground. This fee shall be applied if the watercraft is visiting the site lessee for more than one (1) day during the season.**

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11. Old Business

b. Proposed Language for "Watercraft" (continued)

Lengthy discussion ensued regarding the proposed amendments. **Motion** was made by Vice-Chairman King to move the question and close debate; 2nd from Selectman Murphy. 4 approve/0 oppose

Motion was made by Vice-Chairman King to accept the proposed lease amendments as submitted by the Town Manager; 2nd from Selectman Murphy. 4 approve/0 oppose

c. Internal Sidewalk - Hannaford

The Board received notification that Hannaford Bros. will begin the internal sidewalk project this month. Director of Planning, Economic and Community Development Director Anne Krieg requested use of \$42,000 of funds from the Route 302 TIF (Tax Increment Finance) to connect the internal sidewalk at Hannaford to the public sidewalk on Route 302, waive the bid process and use the same contractor as Hannaford. **Motion** was made by Selectman Hoyt to direct staff to prepare a notice of public hearing for the next meeting, to waive the bid process and expend the funds as recommended by the Director of Planning, Economic and Community Development; 2nd from Vice-Chairman King. 5 approve/0 oppose

Mark Lopez encouraged the Board of Selectmen to obtain cost estimates from other contractors.

Selectman Hoyt asked for the status of the **tractor for the BRAG fields**. He also asked how we can begin looking for a piece of equipment when the specifications have not been finalized. Chairman Taft reported that the Town Manager and Public Works Director are working with BRAG to review options and determine what the needs of the equipment are; discussion is ongoing. Lengthy discussion ensued. **Motion** was made by Selectman Murphy to move the question and close debate; 2nd from Vice-Chairman King. 5 approve/0 oppose

12. Agendas for the Next Board of Selectmen's Meetings/Workshops

October 22, 2013; November 12, 2013; November 26, 2013; December 10, 2013

The consensus of the Board is to not hold a meeting on the 4th Tuesday in December (12/24/13)

13. Executive Session; MRSA Title 1, Chapter 13, Subsection 405.6.A. & D. "Discussion of Matters Related to Personnel" Specifically Fire Department Organization, Semi-Annual Evaluation of the Town Manager and Unrelated Legal Matters

Motion was made by Selectman Murphy to enter into executive session at 7:37 P.M. per MRSA Title 1, Chapter 13, Subsection 405.6.A. and 405.6.D; 2nd from Selectman Hoyt. 5 approve/0 oppose

Motion was made by Selectman Hoyt to come out of executive session at 9:21 P.M.; 2nd from Vice-Chairman King. 4 approve/0 oppose

14. Adjourn

Chairman Taft adjourned the meeting at 9:21 P.M.

Respectfully submitted,

Laurie L. Chadbourne
Town Clerk