



**TOWN COUNCIL  
MEETING MINUTES  
LISBON TOWN HALL  
FEBRUARY 16, 2021**

Normand Albert 2021  
Kasie Kolbe 2021  
Allen Ward 2021  
Mark Lunt 2022  
Donald Fellows 2022  
Jeffrey Ganong 2022  
Fern Larochelle 2023

**CALL TO ORDER.** The Vice Chairman, Donald Fellows, called the meeting to order and led the pledge of allegiance to the flag at 7:00 PM.

**ROLL CALL.** Members present were Councilors Ward (arriving at 6:09 PM), Albert, Kolbe (arriving at 6:20 PM), Lunt, Larochelle, Ganong, and Fellows. Also present were Diane Barnes, Town Manager; and one citizen (Kevin Kimball) in the audience.

**EXECUTIVE SESSION**

**VOTE (2021-31)** Councilor Fellows, seconded by Councilor Albert moved to go into Executive Session at 6:07 PM per 1 MRSA Section 405 (6) (A) Personnel Matters. **Order passed – Vote 5-0.**

The Council came out of executive session at 7:08 PM and the meeting resumed.

**GOOD NEWS & RECOGNITION - NONE**

**PUBLIC HEARING**

**A. MEDICAL MARIJUANA ESTABLISHMENT PERMIT FOR  
BBB PHARMACEUTICALS, LLC**

Councilor ward opened the public hearing. The public was invited to comment by emailing [award@lisbonme.org](mailto:award@lisbonme.org); No comments were received. The Chairman closed the public hearing.

**AUDIENCE PARTICIPATION & RESPONSE FOR AGENDA ITEMS**

Kevin Kimball offered comments on the Proposed Road Closure Plan for Moxie Plaza. He said that he is entirely pro-restaurant and pro-pub. He has decades of experience as both a working musician and music festival promoter and feels they are essential to a communities vitality. He said he wanted the businesses to not only succeed, but to thrive as well.

Mr. Kimball explained Plan A or full closure:

1. Adversely effects a majority of directly affected businesses
  - Businesses along the affected portion of Main Street have reported to the Council significant and in some cases catastrophic loss of revenue as a direct result of last year's closure.
  - Those same businesses have also reported that their respective revenues have bounced back to near normal levels, only after the closure had ended.
  - Other businesses have reported the same kind of losses to friends and neighbors, but are reluctant to bring those complaints to the Council for fear of rocking the boat. They are just trying to survive.
    - He explained this is anecdotal, but no less real and silence does not imply consent in this case, it tells of fear.
2. Adversely effects traffic flow
  - It is well documented from last year that five minute bridge crossings from Durham turned into 45 minute ordeals.

- Traffic on Route 196 approaching from Topsham frequently came to a dead stop east of Summer Street, precluding even the option of a detour.
- Traffic congestion increased difficulty for Emergency Vehicle passage.
- 3. Adversely effects surrounding businesses:
  - Traffic backups regularly and daily, preventing customers from entering or exiting local businesses on Rte. 196.
- 4. Adversely effects traffic safety:
  - Residents and travelers on 125 who intended to drive East on Route 196 no longer had the safe option at the traffic light at the intersection of Route 196 & Route 125.
    - They had to instead choose either turning into oncoming traffic coming over a hill at the intersection of Summer Street and Route 196, without the benefit of the traffic light, or accessing Route 9 and using the traffic light at the intersection of Route 9 and Route 196, then going through two additional traffic lights on their journey.
  - Positive effects of full closure were limited to only two businesses and primarily only one.
  - It has been proposed that a four way stop at the intersection of Union and Main Street, plus additional signage will ameliorate the impact of a full closure.
    - Mr. Kimball said that he and residents that he has chatted with cannot figure this one out and do not see it as a solution.

Mr. Kimball said shutting down a community's main thoroughfare for a special one-day event is a long-standing common practice, especially during the summer season. The residents generally accept the inconvenience, as long as it's brief, short lived and contributes to the greater good of the affected community. Shutting down a community's main thoroughfare for a whole season is an entirely different matter. The inconvenience is no longer brief and quickly becomes a burden. The greater good diminishes rapidly and at best exists only for one or two days out of seven. The question then becomes, is this worth the other five days of distress especially if the benefit is restricted to so few.

Mr. Kimball explained Plan B or Partial Closure:

1. Mitigates the adverse effects of full closure on the majority of directly affected businesses:
  - Businesses adversely and directly affected by last year's full closure now have near normal storefront visibility otherwise denied them by full closure.
2. Mitigates the adverse effects of full closure on traffic flow:
  - It restores near normal traffic flow, alleviates abnormal congestion and restores normal access for emergency vehicles.
3. Mitigates the adverse effects of full closure on traffic safety:
  - Restores the safety of the traffic light at the primary intersection.
4. Mitigates the adverse effects of full closure on surrounding businesses:
  - Surrounding businesses retain normal customer access in and out of their respective parking lots.
  - Retains, albeit to a lesser degree, the positive affect on the two businesses and primarily one business that benefit from full closure.

Mr. Kimball said that he is not singling out any one business, because respectfully the Town has done just that. He said it did so with last year's full closure. He added he has no reason to believe that the Town did what they did with anything but the best and most honorable of intentions. The town responded to the unprecedented exigencies of a worldwide pandemic. It was truly a creative best effort, but the effect was demonstrably one of putting the thumb on the scales, however innocently, the effect is at least as important as intent. He acknowledged that what we know now to be true with hindsight is very clear. Do we choose the option that has been unmistakably demonstrated to be one that benefits the few at the expense of many or do we choose the more well-planned option that renders the most benefit to the many with the least detriment to the fewest. Partial closure is the fairest most equitable solution. The facts are established and there is no nuance.

Councilor Ward pointed out that the decision to go with Scenario A or B had already been determined on January 19 pending approval of the closure plan before Council at tonight's meeting. Mr. Kimball informed Council that he would have been present to participate at the previous Council meeting, but he didn't have zoom capability and that zoom is not the same as appearing in person. He said he would have been in attendance if that were possible.

Councilor Albert pointed out that there are no facts for the Council to consider with Scenario B, not that Council made the right choice going with Scenario A, but he explained that without a doubt Council took into consideration the facts for Scenario A. He said not all the Councilors fell on the same page, but the vote ended up with Scenario A over B. We know what we have done and what did not work. He said we are prepared to prop up all the businesses on Main

Street. We did not know what the challenges would be with Scenario B and did not know for sure how that would work out. He mentioned that next year this part of Main Street will be under reconstruction and closed again. He questioned how we would make that work. He pointed out that residents may find a way to get around and know they still can access this area next year with the construction going on.

**PUBLIC COMMENTS:** Councilor Ward said he received an email from T.C. Conroy as follows:

Greetings to the Council. I would like to ask the Council how often they frequent Franks and or Flux. As a member of a decision making board of the Town in the past, it is my understanding that any personal feelings or otherwise vested interest in a topic or decision should state their opinions and then abstain from voting. Abstaining from voting on issues that has personal interest and/or beliefs keeps the integrity of the Council. When someone opts to pave way to friends businesses against the better of the good, the majority and integrity is lost and the Council is seen as a bullish child. Playing music in the plaza as a member of a band is a reason one should abstain from making a decision that has been opposed by the majority of area businesses. The integrity of our town employees backing this makes the town look rather ignorant to the greater good of all. Businesses that have opposed this from the start have been sharing their concerns on deaf ears and will affect the town paying lost revenues for those adversely affected. Putting together a nice list of events to offset the plaza is a great distraction from the problem at hand, especially since other larger activities across the State and Country are already being cancelled. T.C. Conroy.

Councilor Ward said he appreciated him taking the time to express his view. He indicated he received one more email from Donald Rivard asking for impact on a safety study. Councilor Ward said he also has the same question and that he plans to address that when the agenda item comes up later tonight.

## **CONSENT AGENDA**

**VOTE (2021-32)** Councilor Larochelle, seconded by Councilor Kolbe moved to approve the following:

- A. Municipal Accounts Payable Warrants \$170,030.42
- B. Municipal Payroll Warrants - \$145,160.33
- C. School Accounts Payable Warrants - \$ 70,122.77
- D. School Payroll Warrants - \$ 727,387.90
- E. Minutes for February 2, 2021
- F. Medical Marijuana Establishment Permit for BBB Pharmaceuticals, LLC

**Order passed - Vote 7-0.**

## **COUNCIL ORDERS, RESOLUTIONS, & ORDINANCES**

### **POLICE DEPARTMENT REIMBURSEMENT FROM THE FALMOUTH POLICE DEPARTMENT AND APPLICATION TO THE PATRICK LEAHY BULLETPROOF VEST PROGRAM**

**INTRODUCTION:** Chief McGee said the Lisbon Police Department recently lost Officer Kristopher Kauffman who left to go to the Falmouth Police Department for better pay and benefits over Lisbon PD. His last day of work was on 01/30/2021. Because Officer Kauffman left within two years from graduating from the Maine Criminal Justice Academy (MCJA), the Falmouth Police Department must follow policies put in place by the Maine Criminal Justice Academy Board of Trustees. These rules include the Consumer Price Index from Urban Consumers-Northeast Region for reimbursement of officer's training that goes to the Lisbon Police Department, because we are the agency that sent the officer. We requested Falmouth reimburse Lisbon \$32,480, the rate set by MCJA for training, plus a reimbursement of \$700 for his 2-year old ballistic vest that he took with him. The total cost of reimbursement to the Lisbon Police Department will be \$33,180.

Chief McGee reported the police department moved forward in hiring a new officer to replace Officer Kristopher Kauffman; that officer will start on February 8, 2021. We are requesting permission to utilize these reimbursement funds, once received from the Falmouth Police Department, to offset training and equipment costs for the newly hired officer, and other training requirements for this upcoming budget.

Chief McGee said the police department would like to apply the remaining funds to purchase bulletproof vests for the officers at the department. Their current vests have a life span of 5-years, and it was in the Capital Improvement Plan

to replace them this year since they are expiring. Not only would this allow us to replace the bulletproof vests for officers in the department, but it would also allow the Chief to remove a needed cost on our Capital Improvement Plan in the upcoming Fiscal Year budget, resulting in a reduction to their overall budget. Any remaining money, he requested authorization to use towards our continuing update of the department's outdated portable radios. This would further reduce any funds in the upcoming budget for radios. Funds to be spent are as follows:

Bullet Proof Vests	\$14,000
Portable Radios	\$13,500
Police Academy	\$ 3,500
Uniforms	<u>\$ 2,180</u>
	\$33,180

Chief McGee also requested Council approval to apply to the Patrick Leahy Bulletproof Vest partnership program through the U.S. Department of Justice for funding, and if approved those funds would pay a percentage of the Bullet Proof Vests further reducing the cost that the town spends.

**COUNCILOR COMMENTS:** Councilor Larochelle said this is a need, not a want. He said he was in favor of using funds we already have. Councilor Ward questioned whether using existing funds would be in compliance with the charter and suggested tabling the motion until a legal opinion could be obtained regarding the approval process.

**VOTE (2021-33A)** Councilor Larochelle, seconded by Councilor Fellows moved to authorize the Town Manager and Finance Director to setup a Police CIP and receipts \$33,180 from the Town of Falmouth for the purpose of spending the funds on new equipment, training and new uniforms for the new hire, and authorization to solicit bids and accept funds through the Patrick Leahy Bulletproof Vest partnership program to help offset the cost of new vests.

Councilor Ward recommended a friendly amendment to make the motion pending legal Counsel's approval of the process.

**AMENDMENT #1: VOTE (2021-33B)** Councilor Larochelle, seconded by Councilor Fellows moved to add, "as long as it fits within the budget and requirements of the charter." **Amendment Voted - Order passed - Vote 7-0.**  
**Main Motion as amended Voted - Order passed - Vote 7-0.**

## MOXIE PLAZA 2021 CLOSURE PLAN

**INTRODUCTION:** Mr. Richardson reported that planning is underway to create safe outdoor opportunities for the community to gather during summer 2021 and to create a warm weather event series to attract visitors to Lisbon. On January 16th the Lisbon Town Council approved the adjustment of the traditional Moxie Festival Coordinator position to support a broader summer event series and on February 2 the Council voted to support the closure of Main Street during the coming summer in order to enable outdoor dining, events, and markets in improved "Moxie Plaza." To address concerns about the 2020 Main Street closure and to demonstrate design improvements developed with robust community input over the last several months, Council requested a plan. He indicated this plan included lots of input from Lisbon's Parks & Recreation, Public Works, Police, Fire, and Library Departments, and numerous community members who shared insights, ideas, and critiques. He went through the plan in detail, which addresses traffic, visibility, marketing/advertising, signage, parking, food trucks, the budget, events, and event coordinator. He said over 15,000 cars travel Route 196, 6,000 on Route 9, and 3,000 on Main Street according to one most recent study. He indicated the plan is to siphon off more of those 15,000 cars onto Main Street; the key is more parking. The best solution for now is to ask those businesses downtown to encourage their employees to park further away so others can park closer. This plan in cooperation with business owners addresses that. Plans include opening up the view onto Main Street so those traveling by can see great things are happening on Main Street. We have three or four months to plan and we can do a better job with promotional signage and helping folks navigate onto Main Street. He said there will be traffic issues no matter what we do, but we can mitigate some of those issues, but there is no way to solve all of them. We can slow down traffic in the residential areas with speed bumps, but there were issues with traffic going too fast prior to the closure, so speed bumps may solve an existing long-term issue and may not be just temporary in that case. He mentioned the Yarmouth Clam Festival had been cancelled, Bath cancelled their festival, so our events coordinator could bring some of those folks into Lisbon with the right marketing strategy. He said we are fortunate in that we have an adequate existing marketing budget already. We have the space to have a good time and with our focus on digital ads, we have an opportunity to develop our brand to promote events like a farmer's market, classic car show, music, or craft beer festival. We can push those digital ads out based specific strategies or geography and identify what is working or not working. He said we could repackage existing streams of funding that have already been allocated; we are talking about pulling these all together. Under the Maine Entrepreneurs and Innovators Program, we can offer umbrella liability insurance along with reducing vendor fees to make it more accessible for vendors, so we have listened and responded in a positive way.

COUNCILOR COMMENTS: Councilor Albert pointed out that policing parking spots would not solve the problem, because some and not all enforcement can lead to heartburn. Self-policing can help by trying to get individuals who work down there to understand where they need to park, but most of them know. However, we can educate people as they roll into a spot. Most business owners can help with that as well because they are not afraid to talk to people. He said he hopes people understand that an effort is being made from this side as well to try to hear what those concerns are and then address those concerns based upon fact.

Mr. Richardson said most people, if they understand what the right thing to do is, they will work towards doing the right thing if they can. The Maine Downtown Center has just launched a new initiative, the Main Street Fellows AmeriCorps Program, which places a fellow in four Main Street communities. He said Lisbon would be proposing this person come here to help us develop collaborative marketing campaigns for businesses. This person could develop, in a fun way, something to educate people who park in front of a laundromat, for instance, that one should leave that space in front of the laundromat open for those carrying loads to that business; fun messaging can really make an impact.

Councilor Larochelle said he would have a hard time voting for it because many business owners have called him to talk about this. He suggested doing a presentation and inviting all the business owners to the table to discuss how we resolve all the problems. He said he would like to have them hear the plan first, then listen to them, and if half a dozen of them have concerns, then we should address their concerns. He said we have to take care of our businesses in town. He said usually business owners are telling him the town is not doing a very good job, but we could try to win them over.

Mr. Richardson said although a valid point, we did that in September, shared 85% of this plan at that time, and shared Scenario's A and B with them, emailed 85 individuals in Lisbon a request for input (that's 98% of the businesses), and solicited public responses from Facebook and our website, so not sure we can improve upon that. He said he has always been in favor of more public input, but we are going to run out of time. He cautioned the Council could be looking for a perfect solution without time to implement it. He said this plan is a good solution right now, although also being sympathetic, it is a direct result of indirect conversations we have had with the people downtown in those businesses and some of it was done in a public meeting in a contentious environment. The zoom meeting on the 21<sup>st</sup> demonstrated there were people out there who did not want to have a productive conversation; the instinct is good, but will it get us to a better solution.

Councilor Albert said tough decisions are made every day and this is a tough one, but if we stretch this out it could create more animosity and not everyone will like any one solution.

Councilor Fellows thanked Mr. Richardson for his efforts and for reminding the Council how many times we have reached out to folks. He said the question on the floor is whether the Moxie Plaza Closure Plan is adequate and not about whether we are doing Scenario A or B. He said if you look at this objectively, this plan is adequate to move forward at this point to try to help those businesses downtown this year. He said if it is not right, then tell us this November. Mr. Richardson said the question is whether this plan addresses those key issues; however, the plan is as close as we can get.

Councilor Larochelle mentioned he was concerned we had not reached out to all those businesses. Most business owners have very little time and would not reach out by attending a nonproductive zoom meeting; it would be very difficult to find a shop owner concerned about their livelihood participating in that type of format. He indicated those participating the loudest on zoom were not residents. If the town feels we have communicated and have heard from every one of those businesses and does have a pulse on where we can actually improve upon their businesses, then it will rest there with his concerns about that.

Councilor Ganong said he was one of those Councilors who did not vote for Scenario A, but now that the Council has approved Scenario A we need to move forward to see that it gets executed in the best way possible and addresses all the concerns brought forward. He explained there were two key pieces that he will be looking at: 1) when we close off Main Street as traffic goes by there will be visual site to those businesses, and 2) labeling parking spaces (Booker Street lot and the Worumbo lot). He said if we do those right and people know they can park there, that should address a lot of concerns. Mr. Richardson said the plan does include signage. Councilor Albert suggested signage for the crosswalk at the Rusty Lantern so visitors could cross there to ensure a safe passage across Route 196. He said there is even a nice sidewalk to the Rusty Lantern and it is not far to walk to get downtown.

PUBLIC COMMENTS: Christy Pomerleau emailed asking, "How many business owners does Council need to hear from to change their mind about closing Main Street. If the majority of businesses on Main Street are opposed to closure, what is the reason the Council has decided to move forward with the closure?"

Councilor Ward replied it is 50/50 in that regard and there is no definitive one way or the other.

Laura Ingerson emailed, “First off, I one hundred percent support all the businesses on Main Street as all of them, they support me. I want us all to be able to make it another year. How is the town helping us all? How will the businesses that thrive by drive-by traffic and visibility thrive with it closed? I as a business owner can say that our emails as a business owner are going unheard. I suggest that each business owner receive one vote on how to move forward and let the businesses vote one vote per business, which would be fair to move forward. Please do not let the fate of our concerns and how to work not be heard. Let us decide what will all help each other, rather than provide favoritism and divide our small town. Also, will the town provide financial assistance to the business with the closures or was the grant just for the town office and not for the businesses.”

Councilor Ward explained that Lisbon has a Council form of government and does listen to feedback. This would not be a one-business vote. He said he has responded to each email, and if it seemed short, to please accept his apologies. He indicated there was a two-day flurry of emails for something that appeared on the agenda. He explained the grant was for municipal resources and the issue here is that there were a couple of different sources, one for Moxie Center from the Maine Downtown Network and the other the COVID Relief Grant, which is the piece she is referring to and mixing into her question. He said we could reach out to her with an explanation.

**VOTE (2021-34)** Councilor Albert, seconded by Councilor Fellows moved to approve the Main Street Moxie Plaza 2021 Plan and funding for the same as follows:





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## Executive Summary

Moxie Plaza 2021 offers opportunities to create a safe outdoor space for the community to gather between June 18<sup>th</sup> and September 6<sup>th</sup>. Moxie Plaza 2021 is part of a 2021 Summer Event Series that will invite visitors to discover local businesses and all that Lisbon has to offer. This plan summarizes general improvements in the Lisbon Falls Village Area and design upgrades at Moxie Plaza to enhance aesthetic appearance, programming, events, traffic management, and coordination staffing for the Main Street closure.

### **Design Overview**      **PAGE 2**

### **More Public Parking**      **PAGE 3**

+/- 35 new parking spaces will be available for local employees and visitors at the Worumbo site, Davis Street, and Union Street, leaving on street parking and municipal lot parking available for visitors and customers.

### **Directional Wayfinding Signage**      **PAGE 4**

14 permanent, branded signs will be installed at key points along Route 196 guiding visitors to Village areas

### **Promotional Business Signage & Visibility and Aesthetic Improvements**      **PAGE 5**

Strategically placed banners at Main & Route 196 with business logos will invite visitors.

Visitors will have open sight lines into Main Street by replacing the Road Closed sign at Union with a 4-way stop and eliminating the visual barrier at Route 196; the traffic barrier blocks will be painted to create public art.

### **Traffic Management**      **PAGE 6**

Explore traffic signal at Route 196 and School Street.

Slow down “cut through” traffic on side streets used as detours around closure by installing speed bumps at Rte 196 access to Municipal parking lot between Mason Hall and Hair Loft; and Union, Maple, High, School and Wing Streets.

### **Tentative Event Calendar**      **PAGE 7**

Create frequent activities, energy, and attractions at Main Street, Grazi Square, and Worumbo during the day and on weekends, including farmers markets, classic car cruises, a craft beer festival, food trucks, health and wellness, crafts, art vendors and activities, Library children’s programming, music, and more.

Establish a simple, inexpensive vendor approval process to host pop-ups and events

### **Summer Event Coordinator**      **PAGE 8**

Hire a point person using allocated Moxie Coordinator funding to design, manage, and market events

### **Marketing**      **PAGE 9**

Support business-led effort to create branding assets that businesses can use to promote activities and to support advertising purchases.

### **Advertising**      **PAGE 10**

Create a targeted advertising campaign featuring business-led branding assets via digital ads, social media, and print.

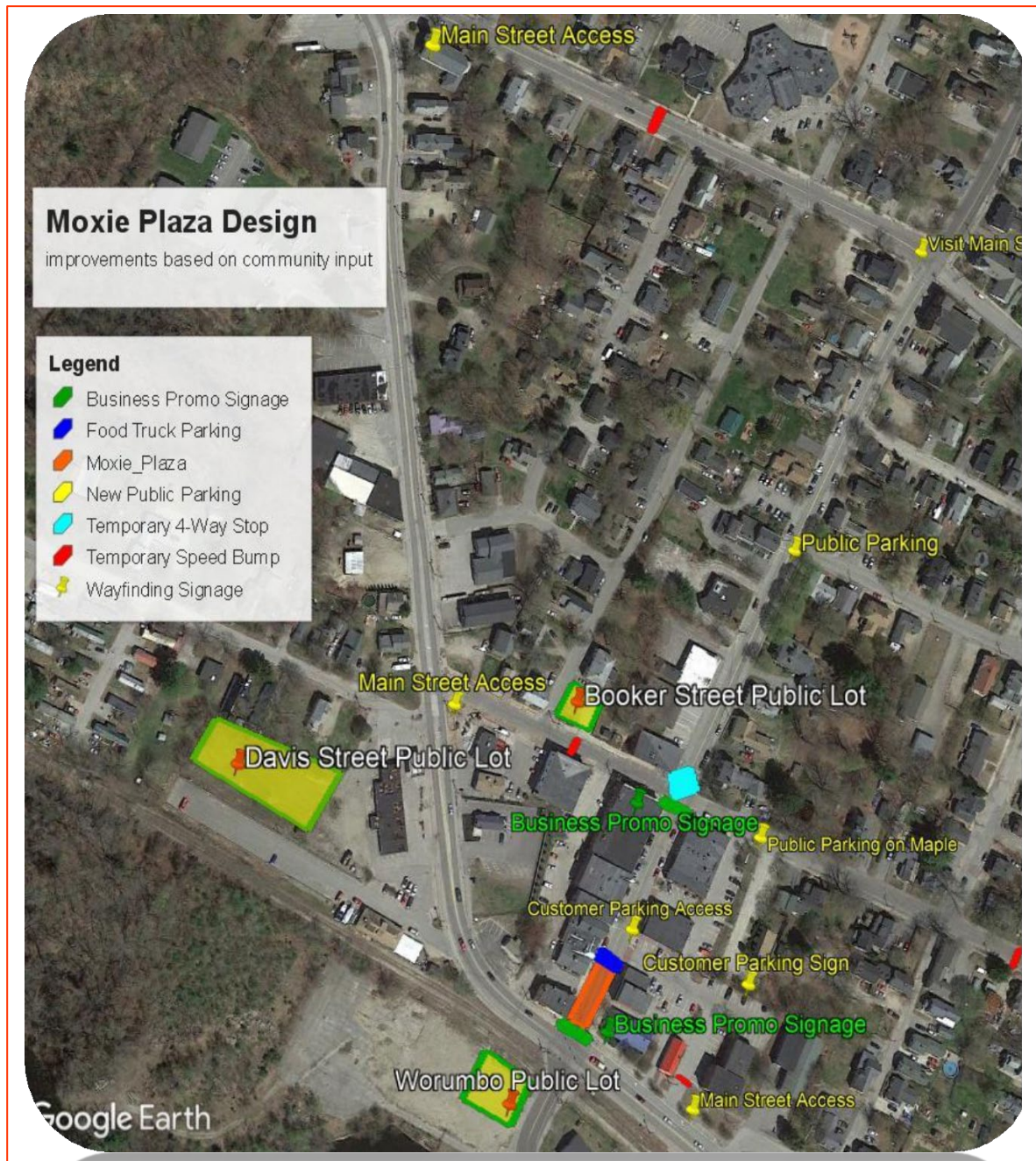
### **Budget**      **PAGE 11**

Moxie Plaza 2021 will be implemented with a mix of grant funds, existing Economic and Community Development Department funds, previously allocated Covid-19 funds, and minor expenditures for long-term traffic management assets.

# Design Overview

## Design improvements from last year respond to community feedback:

- Business promotional signage at gateways from Rte 196 and Union Street
- Wayfinding signage to help visitors navigate to businesses and new parking areas
- Temporary 4-way stop at Union (pending DOT approval)
- Open visuals into Main Street from Route 196 and Union Street
- Dedicated food truck spot at top of Moxie Plaza





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## More Public Parking

+/- 35 new parking spaces are in development for summer 2021 that are a short walk from Main Street.

Davis Street Public Lot  
Booker Street Public Lot  
Worumbo Public Lot

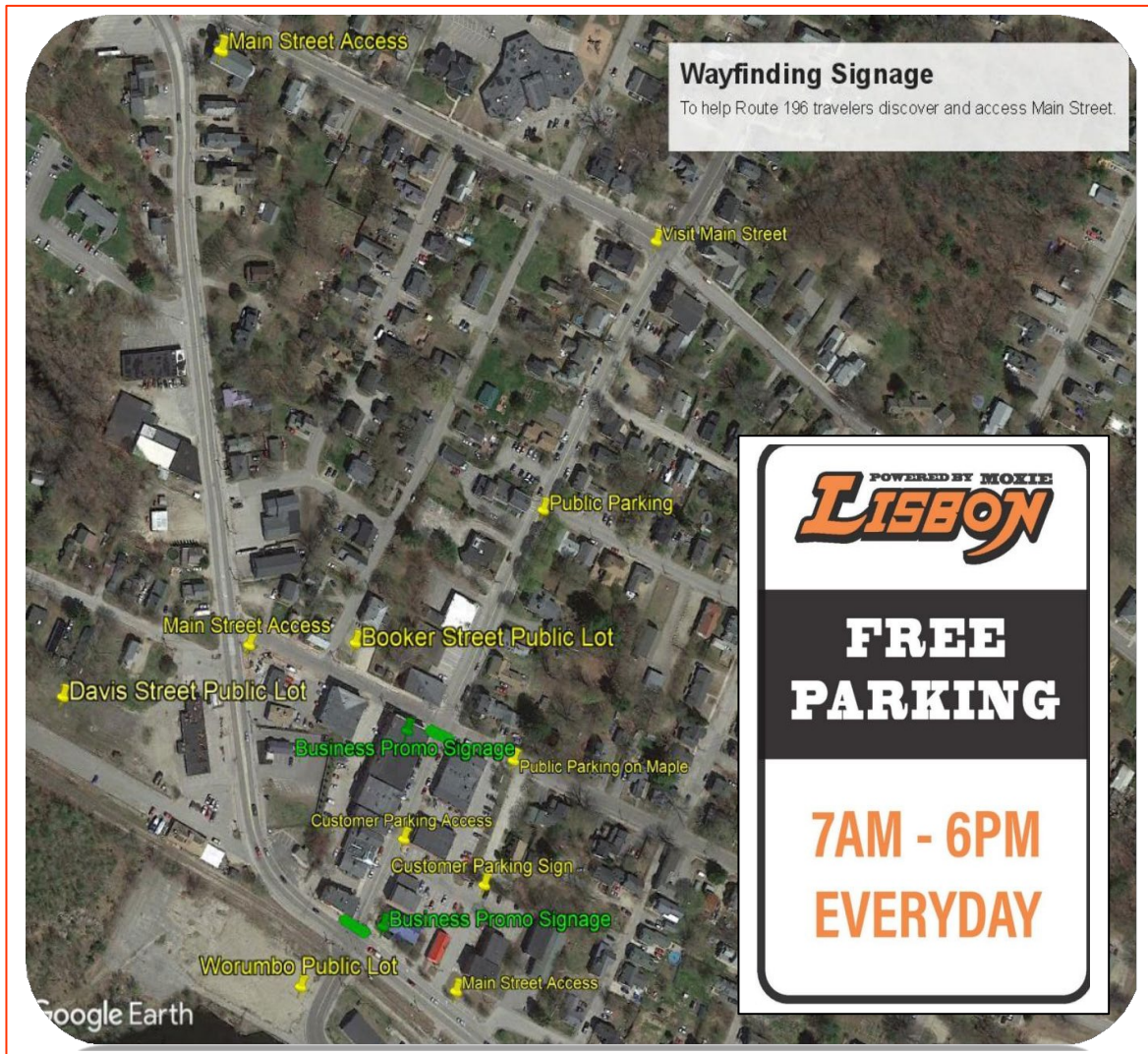
**Ideal for employee parking.** Local business staff should consider parking in the new public lots while at work in order to reserve on-street and nearby parking for visitors and customers. The idea of designated employee parking was brought up at the community meeting at MTM Center on September 28, 2020 and broadly supported by village area businesses in a subsequent survey in October 2020.



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## Navigation & Wayfinding Signage

New signage will invite Route 196 travelers to visit village area businesses. The new wayfinding signs will be



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## Promotional Business Signage

Banners and signage will energize the gateways to Main Street. Business promotional signage will complement wayfinding signage at access points on Rte. 196 to invite customers and visitors into Main Street.

Logos from each Main Street business will be prominently featured at the intersection of Union and Main Streets, and at the intersection of Main Street and Rte 196.

The promotional signage will be developed with input from the Main Street businesses. permanent and located in the locations depicted below, as well as on Village Street in Lisbon Village



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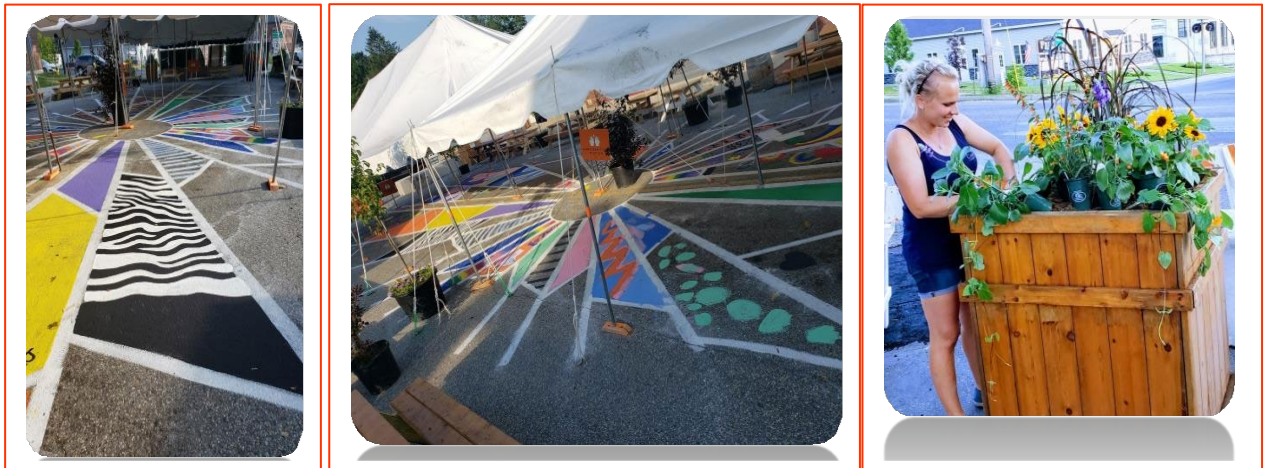
## Visibility & Aesthetic Improvements

**Simple adjustments to the Moxie Plaza design will increase visibility into Main Street and create attractive gateways to invite visitors.**

**The view from Route 196 will be opened up by eliminating the fencing and fabric barrier at the lower end of Main Street.** More than 15,000 vehicles travel through the intersection daily and will be able to view an attractive and engaging space.

**Visibility down Main Street from Union Street will be improved with a proposed temporary 4-way stop and attractive business promotional signage.<sup>1</sup>**

**Building on the successful street painting event last year in Moxie Plaza, colorful designs will be painted on the street and concrete traffic barriers to create a vibrant, fun environment.**



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## Traffic Management

**Route 196 is a busy road with access challenges and traffic management considerations, whether lower Main Street is closed to through traffic, or not<sup>2</sup>.** Planning is underway to mitigate these challenges during the Main Street closure and beyond.

**Traffic Data to inform planning, measured in Average Annual Daily Traffic (AADT), or vehicles per day<sup>3</sup>:**

- Route 196:** Over 15,000 vehicles per day
- School Street:** 4,046 vehicles per day
- Main Street / Route 125:** 3,186 vehicles per day
- Route 9:** 5,700 vehicles per day

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<sup>1</sup> Pending Maine DOT approval.

<sup>2</sup> According to Lisbon Police Department, February 5, 2021.

<sup>3</sup> Measured before the Covid pandemic, which reduced traffic significantly.

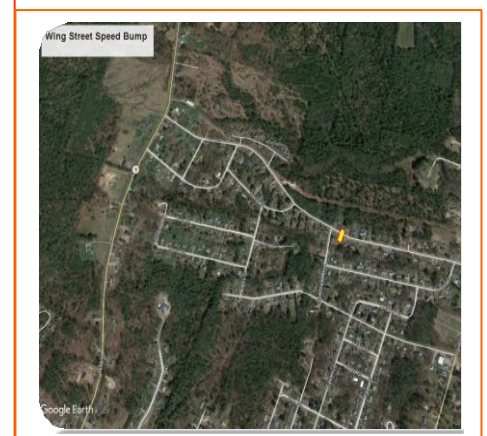
### Primary traffic management challenges identified from community input:

1. Closing Main Street to through-traffic eliminates a traffic light and the opportunity for south-bound traffic to make a left hand turn on to eastbound Route 196.
2. Closing Main Street to through-traffic creates additional traffic in surrounding neighborhoods seeking to navigate around the street closure.

### Options to Mitigate ongoing Route 196 traffic challenges:

**Explore temporary (or permanent) traffic signal at School Street & 196.** Town staff have initiated a discussion with Maine Department of Transportation traffic engineers to analyze the need, cost, and approval process for a new traffic signal. Data is being gathered regarding historical accident and moving violation occurrences at School Street to inform the analysis.

**Install temporary speed bumps on side streets to slow down traffic navigating around Moxie Plaza.** Speed bumps will be installed at the Municipal Lot access from Rte 196 between the Mason Hall and Hair Loft; and on Union, Maple, High Street, Wing and School Streets.





# TENTATIVE EVENT CALENDAR : More to Come!

Event	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN
Home & Garden Show	EC																					
Plaza Decoration Party		EC																				
Grazi Sq Commemoration			EC																			
Cruise in Classic Cars				EC																		
Moxie Fireworks					P&R																	
Moxie 5k						P&R																
Recipe Contest						EC																
Concert in the Park					PCL																	
Moxie Car Show						P&R																
Movie in the Park																						
Moxie Chugging Contest						EC																
Farmers Mkt @ Grazi Sq						EC																
Arts on Main Street							EC															
Blue Ox Brew Fest								EC														
Fashion Show									EC													
Craft Show										EC												
Grazi's To go in the Sq																						

EC: EVENTS COORD  
P&R: Parks and Rec  
PCL: Positive Change Usbon

This Events list is under development and does not include regular activities at Moxie Plaza, including food trucks during the day and other activities.

# Event Coordinator

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**The Town of Lisbon will hire a Summer Event / Moxie Festival Coordinator to create and manage events and pop-up markets on Main Street in collaboration with local businesses, volunteers, and organizations.** The goal is to have the Coordinator on staff by mid-March, a calendar of events in place by mid-April, and the marketing and advertising campaign developed by mid-May for early June implementation.

**Below is a job description summary for the coordinator.**

## JOB DESCRIPTION *Summer Event / Moxie Festival / Coordinator* TOWN OF LISBON

### SUMMARY:

Lisbon is creating a summer event series to showcase local parks, trails, businesses and outdoor dining opportunities, and provide residents and visitors fun opportunities to gather. An exceptional Summer Event Coordinator will provide leadership in the planning, marketing, coordination, execution, and evaluation of *the events and activities associated with the summer event series* and the three day Moxie Festival. The summer event series coordinator will work with local businesses, volunteers, and Town staff to plan, and implement a range of events at a variety of locations. Working with internal staff and community members, the Coordinator is the principal conduit in which all event planning communications are handled.

### MAJOR RESPONSIBILITIES/DUTIES:

Ability to bring energy, creativity and community relations expertise that will make a substantial impact on the Moxie Festival while enhancing the image and positive relationships of the Town of Lisbon.

**1. Event Design and Coordination:** a) Managing event processes, coordinating meetings, preparing, monitoring and distributing event budgets. b) Liaises event committees and the departments on the development of media, marketing materials, announcements, photo opportunities. c) Assists in developing new events, and maintains, organizes and manages existing Moxie events and special events from concept to completion, ensuring they operate smoothly, efficiently, and generate appropriate revenue and exposure. d) Working alongside Committee Chairs, co-facilitates various event related committees as required. e) Provides input on stewardship strategies to ensure seamless transition between sponsored events and stewardship activities, f) Responsible for communications and networking in support of special events, and assists with development of new opportunities to build community awareness. g) Responds to inquiries from the public about events, including assisting with media requests.

**2. Volunteer Coordination:** a) Helps provides volunteer coordination and recognition for special events. b) Helps provides direction to volunteer for special event duties.

**3. Administrative:** a) Creates, prepares, and distributes meeting minutes and supporting documents. b) Enters donor information, event invitation and participant lists. c) Responsible for communications and marketing in support of special events. d) Coordinates production and distribution of print materials for donor/sponsor/and participant's solicitations. f) Writes necessary submissions for Notebook. g) Keep up-to-date and maintain Covid-19 CDC guidelines.

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## Business-led Marketing Initiative

**With funding from the Maine Community Foundation's Entrepreneurship grant to Lisbon, local businesses are kicking off a branding effort to promote Lisbon's local offerings.**

The business-led branding initiative will create a marketing platform to promote local businesses, from contractors and food producers, to retailers and beauty salons.

Branding assets will include a curated website, icons for individual business websites, window decals, and more.

The branding initiative will take shape over the late winter and early spring months, and will be integrated with wayfinding and navigational signage and an advertising campaign to promote the summer event series in order to attract visitors to Lisbon and Moxie Plaza.



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## Advertising

**A tailored advertising campaign will promote Moxie Plaza and the Summer Event Series throughout southern and central Maine to attract visitors to Lisbon and to promote Lisbon generally as a great place to live, work, and play.**

**Lisbon's businesses, parks, and trails are attracting visitors and new residents are relocating to town.** Lisbon was recently recognized by *MaineBiz*<sup>4</sup> as the community with 10<sup>th</sup> highest single-family home sales in Maine. The advertising campaign will capitalize on this momentum.

The Summer Event / Moxie Plaza advertising campaign be coordinated with the business-led marketing initiative and navigational wayfinding signage to create visually cohesive, branded visuals that promote Lisbon's assets throughout southern and central Maine.

**Advertising strategies that surgically identify high-priority audiences will be prioritized to reach a curated audience at the lowest cost.** Lisbon's Economic and Community Development Department's existing marketing budget will fuel the advertising campaign.

**Digital marketing strategies that show ads to audiences qualified by geography and interest will be prioritized.**

Southern and Central Maine residents to attract visitors

Audiences will be identified by interest as well as geography

Advertising focus groups will be adjusted week-to-week based on the events in Lisbon

- o For example, during weeks when Farmers Markets will occur, the advertising focus criteria will be adjusted to focus on web users whose search history suggests an affinity with locally produced food and sustainability.



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<sup>4</sup> MaineBiz. February 5, 2021



## Budget

**Moxie Plaza 2021 is possible due to 2020 Covid-19 funding from Maine's Department of Health and Human Services. The Town purchased with 2020 grant funds the key assets needed to create the Main Street Closure, including detour signage, traffic barriers, and tables.**

Moxie Plaza 2021 improvements will be implemented with a mix of grant funds, existing Economic and Community Development Department funds, previously allocated Covid-19 funds, and minor expenditures for long-term traffic management assets.

Goal	Item	Budget	Funding Source
Promotional Business Signage	Banners	\$1,500	Covid-19 Allocated Funding
Promotional Business Signage	Sandwich boards - street decals	1,000	Entrepreneurship Grant
Advertising	Print / Web / Radio	5,000	ECD budget
Event Calendar & Activities	Summer Event Coordinator	-	Moxie Fund
Traffic management	4-way stop signs & posts	500	Public Works
Traffic management	(12) 6' temporary speed bumps	960	Public Works
Traffic Management	(12) speed bump sign post & (12) signs	1,440	Public Works
Outdoor Vendor space	(2) tents 20' x 40'	-	Moxie Fund
Aesthetic improvements	Planters & amenities round Town	2,500	Lisbon Beautification Reserve
Business-led marketing	Website, decals, other	3,000	Entrepreneurship Grant
	Materials & Supplies	\$1,490	Covid-19 Allocated Funding
Total		\$17,390	

**Order passed - Vote 6-1-0. (Opposed: Larochelle)**

### WORUMBO REDEVELOPMENT RENDERINGS RFP AWARD

INTRODUCTION: Mr. Richardson reported that the redevelopment of the former Worumbo Mill would be a “game-changer” in Lisbon’s long-term revitalization efforts. Over the last decade, the Lisbon community has steadily invested time, energy, and resources to prepare the site for high-quality development and to secure community green space and connectivity to the Androscoggin River just a short walk from Main Street. More recently, Lisbon cracked the top 10 communities in Maine for homes sales. Foresight, sustained effort, and growing real estate demand have positioned Lisbon to fulfill the community’s longstanding vision.

Mr. Richardson said the Lisbon Development Committee (LDC) has focused on Worumbo redevelopment over the last year. To complete a community visioning process for Worumbo, Town Council authorized a Request for Proposals using Downtown TIF funds process for professional services to create architectural renderings of the Worumbo site under different development scenarios. On February 18, 2020, Lisbon's Town Council allocated \$15,000 from the Downtown TIF fund to support professional services for Worumbo community visioning. On December 7, 2020 the Council approved an additional \$7,500 to acquire architectural services for Worumbo visioning. Criteria for evaluating the responses to the RFP include:

- a. Resumes for key personnel who will carry out the scope of work
- b. Examples of relevant work for similar projects
- c. Overview of experience and track record working with brownfield redevelopment, mixed-use infill development, and floodplain management

Mr. Richardson mentioned in addition, the RFP offered special consideration for proposals including a Letter of Interest from a developer interested in options for the Worumbo site. The Town received four responses to the RFP. The proposals are included for Council review. During the LDC's February 10, 2021 meeting, LDC members compared the four submissions and unanimously selected the proposal submitted by Acorn Engineering in partnership with Aceto Landscape Architects. Acorn was not the lowest bidder. Consistent with Article II, Section 86-37 of Lisbon's Town Ordinances, the following statements were the reasons why Acorn was the selected bidder:

- Acorn submitted highly relevant design examples from previous projects that set their proposal apart and demonstrated their team's qualifications.
- Acorn's Design Statement for the project deliverable is most closely aligned with the goals stated in the RFP and the supporting documents on the webpage where the RFP documents were made available.
- The Acorn/Aceto team have extensive relevant experience in Maine and beyond with complex, multi-faceted sites like Worumbo, including "game-changing" projects in Biddeford, Portland, and Scarborough that balance community goals with dynamic, mixed-use designs.
- Lucas Benedict of the Acorn/Aceto team traveled to Lisbon and participated in the community-visioning meeting on August 24, 2020 and has followed the LDC's work in the interim.
- The Lisbon Development Committee, whose purview is economic development, voted unanimously for Acorn.

Included in the Acorn/Aceto proposal is a letter of interest from a highly reputable developer, Port Properties, ensuring that a practical market perspective and potential next steps for the site are integrated into the Worumbo designs. Therefore, with full support of the LDC, staff respectfully requests that Council award the project to the Acorn/Aceto team in the amount of \$15,960 from previously allocated Downtown TIF funds.

Mr. Richardson mentioned with the Voluntary Response Action Plan completed the site is now clean and ready to move forward. He indicated flood plain concerns were clarified and there are no issues with bringing in clean fill for this site. He explained that Acorn/Aceto set themselves apart and produced the best proposal aligned with Lisbon's goals.

**COUNCILOR COMMENTS:** Councilor Larochelle reported that the Lisbon Development Committee (LDC) spent many hours discussing costs and details. He indicated they relied heavily on one member who had a lot of experience in this area of expertise. Councilor Fellows said he supported Acorn/Aceto, although not the cheapest. Councilor Larochelle said it was not the most expensive either. Councilor Ward said the difference between Acorn and the other design were examples and the plan being closely coordinated with our request for proposals.

Mr. Richardson reported there were available funds for this project in the current budget. He indicated Brann and Isaacson would review it and represent us very well. Councilor Larochelle said the town is looking for a working document we can use, built to scale, to show the Maine Department of Transportation, for instance, during the Main Street reconstruction project, which would be the safest way to cross Route 196. The town would like those

building on the Worumbo site to match the downtown atmosphere and environment we currently have and still be functional and not just pretty. The LDC group felt Acorn/Aceto's proposal better matched our vision for the site.

Councilor Larochelle mentioned that Acorn came to the site walk and listened to what the visioning group wanted; they did their homework. They put a lot of thought into their proposal.

Councilor Fellows thanked the LDC group and indicated he appreciated their work.

**VOTE (2021-35)** Councilor Fellows, seconded by Councilor Albert moved to award the Worumbo Redevelopment Renderings RFP to Acorn/Aceto in the amount of \$15,960 to be funded through Downtown TIF funds. **Order passed - Vote 7-0.**

AMEND CHAPTER 10, ARTICLE IV ITINERANT VENDORS,  
SECTION 10-253 & SECTION 10-259  
(First Reading)

INTRODUCTION: Mrs. Barnes explained this amendment moves the fees from the ordinance section into the fee schedule, which makes it easier to adjust them and reduces the vendor fee for a 90-day permit from \$75 to \$25 in an effort to attract vendors. Vendors for Moxie Plaza or Grazi Square may be more inclined to take a chance where the volume of customers is unknown.

COUNCILOR COMMENTS: Mr. Richardson mentioned the Maine Entrepreneurship Program provides the umbrella for liability insurance for Moxie Plaza, which would be a requirement that vendors purchase. With that requirement met and a lower vendor fee, there should be more interest in available spaces in Lisbon. Mrs. Lycette reported Lisbon typically licenses three or four Itinerant Vendors per year.

**VOTE (2021-36)** Councilor Larochelle, seconded by Councilor Albert moved to amend Chapter 10 Business Licenses, Article IV Itinerant Vendors, Section 10-253 & Section 259 as follows:

CHAPTER 10 – BUSINESSES  
ARTICLE IV. – ITINERANT VENDORS

...

Sec. 10-251. - License required.

No person shall offer for sale any food, drink or merchandise as an itinerant vendor without first obtaining a license from the town council. Landowners offering space for charge for itinerant vendors must obtain a license for the facility which will cover the facility. This pertains to vehicles, pushcarts, temporary stands or other types of distribution units. Promoters of carnivals, festivals or flea markets shall obtain a license for the event which will cover all vendors.

(T.M. of 5-20-1996, art. 18; T.M. of 5-15-2007, § 2007-068; C.M. of 3-1-2016, V. 2016-55 ; C.M. of 2-20-2018, V. 2018-38 )

Sec. 10-253. - Term of license; fee.

- (a) Every license issued under this article shall be issued only for the following terms, subject to the corresponding fee. For terms and Application fees ~~shall be:~~ see Appendix C – Fee Schedule

<del>Temporary stands (90 days or less)</del>	<del>\$75.00</del>
<del>6 months itinerant vendor</del>	<del>100.00</del>
<del>12 months itinerant vendor</del>	<del>150.00</del>
<del>1 week carnivals and festivals</del>	<del>200.00</del>
<del>12 month outdoor flea market</del>	<del>100.00</del>
<del>12 month indoor flea market</del>	<del>200.00</del>
<del>Public records checks</del>	<del>50.00</del>

- (b) Municipal organizations, Lisbon Non-Profit School Groups, or agencies are exempt from fees in this section.

(c) The town council may waive fees for charitable and non-profit organizations registered with the Secretary of State and in compliance with the Internal Revenue Service Code Section 501.

(T.M. of 5-20-1996, art. 18; Sel. Ord. of 2-18-2003, § 5.158; Sel. Ord. of 6-21-05, § 5.016; C.M. of 7-1-2014, V. 2014-118; C.M. of 7-7-2015, V. 2015-192 ; C.M. of 3-1-2016, V. 2016-55 ; C.M. of 2-20-2018, V. 2018-38 )

Sec. 10-254. - Food.

Any vendor serving food shall be considered a victualer and shall be licensed under, and comply with, the provisions of Article V, Victualers.

(T.M. of 5-20-1996, art. 18; T.M. of 11-3-2005, art. 8)

Sec. 10-259. - Amendments.

The town council shall have the further power to adjust the fees and license requirements of this article as appropriate ~~after public hearing.~~

(T.M. of 5-20-1996, art. 18; T.M. of 5-15-2007, § 2007-068)

**Roll Call Vote: Yeas – Albert, Lunt, Larochelle, Ward, Kolbe, Ganong and Fellows. Nays - None. Order passed - Vote 7-0.**

#### AMEND APPENDIX C – FEE SCHEDULE

**VOTE (2021-37)** Councilor Fellows, seconded by Councilor Larochelle moved to adopt the following amendments to Appendix C - Fee Schedule:

Section this Code	Description	Fee/Rate
BUSINESSES		
10-253	Itinerant vendors application fee:	
	Temporary stands (90 days or less)	<del>75.00</del> <u>25.00</u>
	Six months itinerant vendor	100.00
	12 months itinerant vendor	150.00
	One week carnivals and festivals	200.00
	12-month outdoor flea market	100.00
	12-month indoor flea market	200.00
	Junkyard license \$50.00 fee for application and \$50.00 fee for advertising	100.00
	Municipal organizations, <u>Lisbon Non-Profit School Groups</u> , or agencies are exempt from fees in this section	
	Moxie Festival Saturday Craft/Trade Vendor Fees:	

**Order passed – Vote 7-0.**

#### TAX ACQUIRED PROPERTY DISPOSAL

**INTRODUCTION:** Mrs. Barnes said the Town of Lisbon foreclosed on the following property on December 20, 2020 for non-payment of Real Estate Taxes. The 30-day redemption period has now expired after the taxpayers



were notified by mail that they had 30 days to redeem their property by paying all outstanding taxes and fees owed before the Town takes steps to dispose of the tax acquired property. The properties below remain unpaid.

Mrs. Barnes requested permission to sell a piece of property on the Littlefield Road that was tax acquired many years ago. The land is .25 acres with an assessed value of \$700. The land would only be of value to an abutter as this is not a buildable lot.

Name	Address	Total Owed as of 2/16/2021
Timothy Bard	32 Littlefield Road	\$ 3,063.44
Arlene Baud	15 Ann Street	\$ 1,961.57
Roxanne Gerry	10 Congress Street	\$15,817.28
Town of Lisbon	Littlefield Road	\$ -

Mrs. Barnes said the Town of Lisbon tax acquired the property below on January 3, 2017. After going through the redemption and tax sale processes, the Lisbon Town Council authorized the Town Manager to sell the property below to Walter C. Russell Sr. for his bid price of \$150.00. No other bids were received on the property. The amount owed including interest and fees was \$232.51. This is a very small piece of property that only has value to an abutter. The property was inadvertently quitclaimed back to Walter Huston Heirs by mistake after accepting payment from Mr. Russell. We refunded the \$150.00 and the property has been taxed to Walter Huston Heirs since 2018. We recently foreclosed on the property for a second time and Faye Russell is interested in purchasing the property for the original \$150.00.

Mrs. Barnes requested that Council authorize Mrs. Russell to purchase the piece of land for \$150.00 without advertising the property for sale by sealed bid.

Name	Address	Total Owed as of 2/16/2021
Walter A. Huston Heirs	Summer St.	\$ 259.11

**COUNCILOR COMMENTS:** Councilor Ward requested the individuals squatting on the property on the Bard property be evicted prior to a sale. Councilor Albert suggested they be evicted when it is not winter. Mrs. Barnes said she would look into having them removed from the property.

**VOTE (2021-38)** Councilor Kolbe, seconded by Councilor Ward moved to authorize the Town Manager to advertise the Tax Acquired property for sale by sealed bid with the amount due as a minimum bid and authorize the Town Manager to sell a piece of land for \$150 on Summer Street to Faye Russell. **Order passed - Vote 7-0.**

#### TOWN CLERK FY2020 CARRYFORWARD RE-DESIGNATION

**INTRODUCTION:** Mrs. Barnes said in June 2020, the following accounts were approved to be carried forward into FY21 as it pertains to the Town Clerk budget:

Account Name	Account Number	Amount
Temporary/Seasonal	12022500-50130	\$ 2,200.00
R&M Equipment	12022500-50536	2,500.00
Professional Svs.	12022500-50455	4,800.00
Printing	12022500-50308	2,200.00
	Total	<u>\$ 11,700.00</u>

Mrs. Barnes said these accounts were carried forward in anticipation of the big Presidential Election in November 2020. What we did not know back in June 2020 was how long COVID-19 would be prevalent and the effects that it would have on the election. In addition, we didn't know that there would be grants available for Municipalities to apply for and receive funds to put towards the election expenses. The Town of Lisbon received a \$5,000 grant through the Center for Tech and Civic Life (CTCL). This grant helped to offset expenses related to the election in the line items noted above.

**COUNCILOR COMMENTS:** Councilor Ward indicated he supported the carryforwards and requested Mrs. Barnes obtain a legal opinion on the procedure for carryforward re-designations, so the motion should be similar to the previous one made for the Police Chief.

**VOTE (2021-39)** Councilor Ward, seconded by Councilor Albert moved to approve the FY2020 Carryforward Re-Designation of \$11,700 as long as it fits within the budget and requirements of the charter. **Order passed - Vote 7-0.**

### VIRTUAL MEETINGS IN MARCH

**VOTE (2021-40)** Councilor Ward, seconded by Councilor Albert moved to hold in-person Regular Council Meetings [not budget meetings]. **Order passed - Vote 7-0.**

Councilor Larochelle asked that during the budget meetings on zoom the information is shared from someone's screen. Mrs. Barnes indicated that Mrs. Tierney could do that. Councilor Ward asked if the Council could get their budget books and jump drives a week prior to the municipal budget presentation. Mrs. Barnes said she would have them by the second week in March. She said her summaries should answer most of their questions.

## OTHER BUSINESS

### A. COUNCIL COMMITTEE REPORTS

1. School: Councilor Albert said he had nothing to report. Things are going well. They are also working on their budgets.
2. Planning: Councilor Fellows indicated the Planning Board is working on its final land use revision. They are working through applications for an 8-unit condominium development on Merrill Avenue and a solar farm application on Frost Hill Avenue.
3. LDC: Councilor Larochelle said he had nothing to report.
4. Conservation Commission: Councilor Ward said they would be meeting next week.
5. Recreation: Councilor Albert said basketball is starting up.
6. County Budget: Councilor Ward said they would be holding a meeting if there is going to be a bond going out to referendum.
7. Library: Councilor Lunt said he had nothing to report.
8. Water Commission: Councilor Fellows said they are looking for a Water Superintendent, or hiring a manager if unsuccessful.

### B. TOWN MANAGER'S REPORT

Mrs. Barnes said she had nothing to report

### C. MUNICIPAL BUDGET SCHEDULE – ZOOM MEETING ANNOUNCEMENT

Councilor Ward asked if the Finance Committee would still be meeting on Mondays since they will be joining the Council for Budget Workshops. Councilor Albert indicated he would check with them.

### D. DEPARTMENT HEAD REPORTS

## APPOINTMENTS

### WATER COMMISSIONER APPOINTMENT TO 2022

**VOTE (2021-41)** Councilor Fellows, seconded by Councilor Albert moved to appoint Arthur McLean to 2022. **Order passed - Vote 7-0.**

## COUNCILOR COMMUNICATIONS

Councilor Ward said he liked the Finance Department's reports. They were very informational. He asked about Library fine and forgiveness and whether Mrs. Nadeau might want to ask the Council to consider such an action. Lewiston is having a hard time right now collecting fines.

Councilor Fellows asked if the Council might consider taking up the Moxie Festival discussion this year outside of the budget discussions. He suggested it go onto the agenda for the next meeting. Councilor Larochelle requested Mrs. Barnes reach out to the state for a letter regarding the limit on gatherings to see when that might get lifted first.

## AUDIENCE PARTICIPATION & RESPONSE FOR NEW ITEMS - NONE

### EXECUTIVE SESSION

*(See Session at Beginning of Meeting)*

## ADJOURNMENT

**VOTE (2021-42)** Councilor Albert, seconded by Councilor Ganong moved to adjourn at 9:16 PM. **Order passed - Vote 7-0.**

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Twila D. Lycette, Council Secretary  
Town Clerk, Lifetime CCM/MMC  
Date Approved March 2, 2021