

City of Biddeford
Finance Committee
January 16, 2018 5:00 PM Council Chambers

- 1. Call to order**
- 2. Approval of the Minutes**
 - 2.1. January 2, 2018 Finance Committee Meeting Minutes
[1-02-2018 Finance Committee Minutes.docx](#)
- 3. Signing of the expenditure warrant**
- 4. Discussion/Approval**
 - 4.1. Wayfinding Signage for Robert G. Dodge and Alfred Road Business Parks
[1-16-2018 Wayfinding Signage-Business Parks-MEMO.docx](#)
[1-16-2018 Wayfinding Signage-Business Parks-MAP.pdf](#)
 - 4.2. Approval of Extension of Kenneally & Company Contract for Marketing and Advertising
[1-16-2018 Contract Extension-Jennifer Kenneally-MEMO.docx](#)
[1-16-2018 Kenneally Invoice.pdf](#)
[1-16-2018 Kenneally Ad Placements.xlsx](#)
 - 4.3. Audit Management Letter Discussion
- 5. Other Business**
- 6. Adjournment**

City of Biddeford
Finance Committee Meeting Minutes
January 2, 2018

The meeting was called to order at 5:30 pm by Council President John McCurry.

Present: Chair, Council President John McCurry, Mayor Alan Casavant, Councilor Steven St. Cyr, Councilor Mike Ready, City Manager Jim Bennett, Finance Director Cheryl Fournier, and City Clerk Carmen Morris.

Approval of Minutes

Motion by Councilor Ready to approve the Minutes of November 21, 2017, seconded by Councilor St. Cyr.

Vote: unanimous.

Motion carried 4-0.

The expenditure warrant was available for review and signature.

Discussion/Approval

Tax Acquired/Foreclosed Properties

The City Manager explained to the Committee the list of the properties is much shorter than the City has seen in years. Councilor McCurry asked what would happen to the property owners who do not enter into an agreement with the City. Jim noted he would work with Staff to see if they can resolve them and then come back to the Finance Committee to go to the next level. He explained the Tax Office follows the lien and foreclosure process and these properties already have liens on them.

Member of the Solid Waste Management Commission were present to thank and give recognition to Public Works Director, Guy Casavant. He will be officially retired from the City in February. The Chair of SWMC and State Representative, Martin Grohman made opening remarks and turned the recognition over to SWMC Chair, Paul Therrien. Also in attendance were former Mayors Bonita Pothier, James Grattelo, Donna Dion and Joanne Twomey offering their stories and well wishes. Former City Manager Bruce Benway was present and shared his congratulations and some stories. City Manager Jim Bennett and Mayor Alan Casavant shared their recognition and comments.

Other Business

No other business

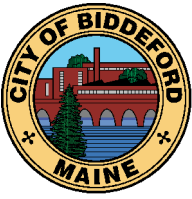
Motion to adjourn made by Councilor Ready, seconded by Councilor St. Cyr.

Vote: unanimous.

Motion carried 4-0.

Adjourned at 6:24 pm.

City of Biddeford, Maine



MEMORANDUM

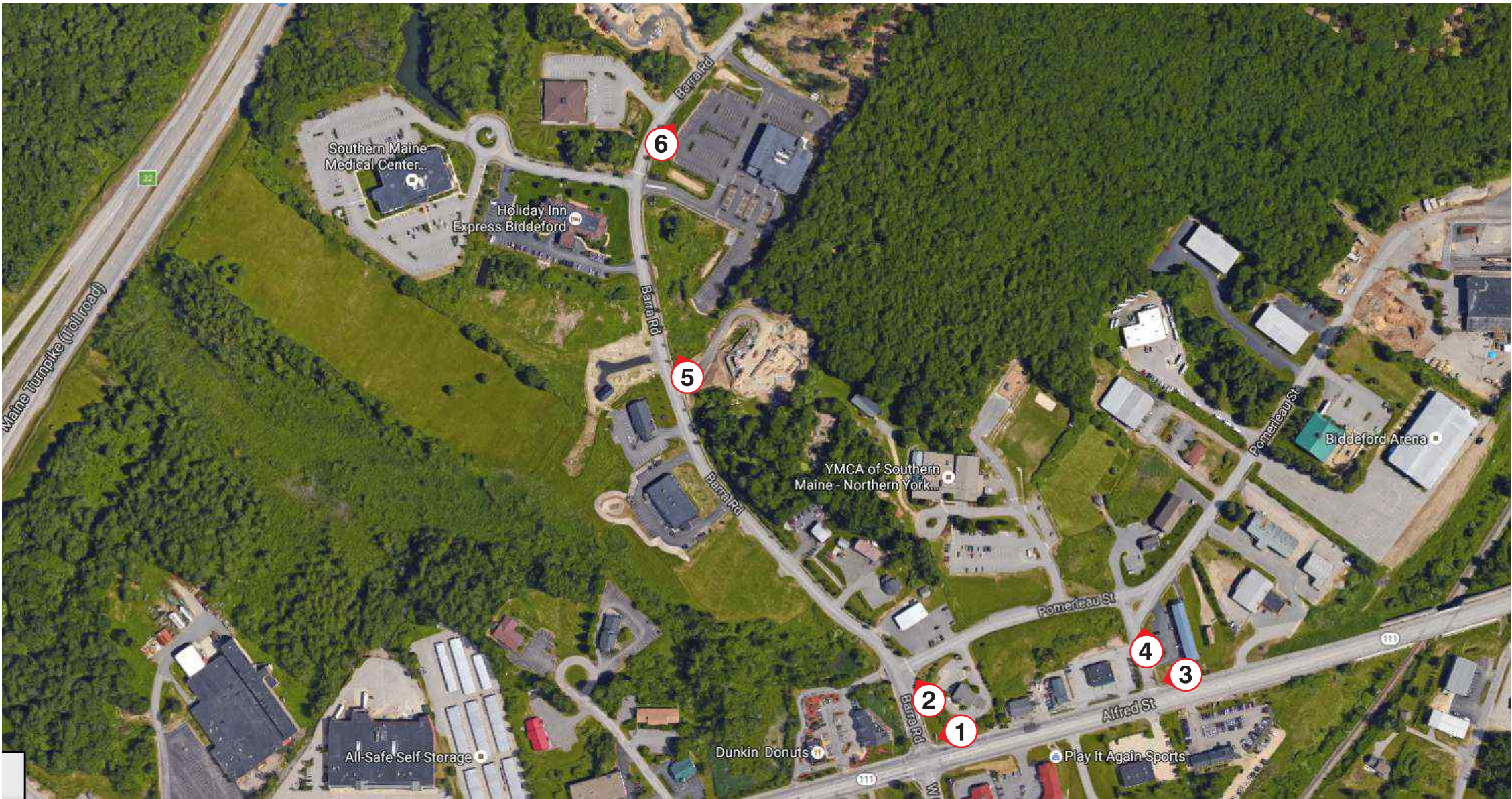
TO:	Honorable Mayor Casavant Honorable City Council James A. Bennett, City Manager
FROM:	Brad Favreau, Economic Development Coordinator
DATE:	January 10, 2018
RE:	Wayfinding Signage for Robert G. Dodge and Alfred Road Business Parks

Last year the Economic Improvement Commission (EIC) hired Dietz Associates of Kennebunk to recommend a wayfinding plan for the Robert G. Dodge Business Park and the Alfred Road Business Park. This report was funded by Southern Maine Health Care, as they had found that their patients often had some difficulty locating the proper building for medical appointments. The Alfred Road Business Park was included in the plan because of its proximity to Robert G. Dodge Business Park, and because the YMCA of Southern Maine, a sought-after destination along Route 111 is accessible from the entrances to both parks, and yet itself somewhat difficult to locate.

The plan consists of the upgrading of the existing monument sign at the entrance to the Robert G. Dodge Business Park plus five all-new signs to ease wayfinding of the businesses and organizations along Barra Road, Pomerleau Street and Arena Drive. The existing sign at the entrance to Alfred Road Business Park is in poor condition and badly in need of replacement.

The EIC reviewed bids that were submitted in response to the RFB posted in December 2017, and has recommended that the contract for this project be awarded to Bailey Signs of Westbrook, Maine. Bailey has fabricated and installed signs for state, regional, and national businesses, and as the lowest bidder, will provide excellent value to our modernization efforts. The bid submitted by Bailey totals **\$39,925.00**. Currently, **the balance of the Industrial Park Fund account is \$291,178.00**.

A pictorial summary of the project is attached here.



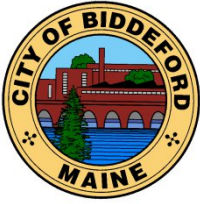
SIGN LOCATION PLAN
SCALE: 1"=300'±



PRESENTATION

ROBERT G. DODGE
BUSINESS PARK
3657.1

LOCATION:	BARRA RD.
	BIDDEFORD, ME
DRAWING NO.:	7 OF 7
DRAWN BY:	DS REP: MM
DATE:	12.12.2017
QUOTE:	NONE
GEN REF.:	
PAGE 7 Revised 1/9/18 Bailey Sign Incorporated	



CITY OF BIDDEFORD

ECONOMIC and COMMUNITY DEVELOPMENT DEPARTMENT

Mathew Eddy
Economic Development Director
205 Main Street
Biddeford, ME 04005
Mathew.Eddy@biddefordmaine.org
207-282-7119

To: Jim Bennett
From: Mathew Eddy

Date: January 10, 2018

Subject: Finance Committee Approval-Extension of Jennifer Kenneally'
Contract

This memo regards the extension of Kenneally' and Company contract, which dates back to 2016. We are asking for approval of the attached invoice.

Among the media services Kenneally and Company provided for us included:

- ☐ Handling all of the advertising representatives;
- ☐ Developing an integrated media campaign, including television, radio, on-line, and any other media, as needed.
- ☐ Performing a market research study to determine the greatest return on investment for assets controlled by the City of Biddeford.
- ☐ Create and execute a marketing and advertising campaign for 2015-2017.
- ☐ Create and produce video, web site and print materials, as needed.
- ☐ Meet every other week to maintain focus on the needs of the City of Biddeford and provide marketing support for marketing opportunities that arise and offering an integrated approach to support other marketing efforts on behalf of the city.

This service is paid for out of the TIF program under marketing. Work has continued through this year (although I could not find an extension document beyond this time last year, the original is attached). ***Based on Finance, we have \$12,500 left in the marketing account through June 30, 2018.*** There is a need to update our videos because of changes in personnel, continue our spring advertising campaign, as well as adjust our message as we move towards the implementation of a lot of the mill district activities. We will follow in June with an entirely new program, so this is seen as a transition until then. This extension will include the following tasks, consistent with the original proposal:

1. Kenneally will produce a 5-7 minute video for MEREDA, social media use, and public access channel;
2. Kenneally will produce (3) commercials: (1) Winter Fest, (2) the remainder of winter and (3) early spring/summer updates including:
 - ☐ :30 second campaign for 2-3 weeks for Winter Fest on Spectrum
 - ☐ :30 second campaign on WMTW 8 updates on Biddeford (Reach 80% market and 3.0 frequency)¹;
4. Online campaign (400.000 impressions); and,
5. Kenneally & Co creative, marketing, media buying, and consultation services, including bimonthly meetings.

We ask for your approval to continue these activities, as was intended.

¹ See attached spreadsheet for where adds will be placed

Kenneally & Company
PO Box 1183
Biddeford, ME 04005

Invoice No. **B010218**

INVOICE

Customer

Name City of Biddeford
Address 240 Main St.
City Biddeford State ME ZIP 04005
Phone _____

Misc

Date 1.2.18
Order No. _____
Rep Alan Casavant
FOB _____

Qty	Description	Unit Price	TOTAL
1	Marketing and advertising services for February-June Creative for long format video for Mereda (3) :30 second commercials produced (Winter Fest, Spring, Early Summer) Media buyer placing buys and verifying them Additional services as they arise	\$ 3,500.00	\$ 3,500.00
1	WMTW 8 TV Campaign February-June	\$ 4,950.00	\$ 4,950.00
1	Online campaign 400,000 impressions Feb-May	\$ 4,000.00	\$ 4,000.00
<i>Thank you for your business.</i>			

SubTotal \$12,450.00

Payment

Comments: _____
Name: _____
Check # _____
Amount Enclosed: _____

Tax Rate(s)

TOTAL \$12,450.00

Office Use Only

Station	Date	Day	Time	Program	# of Commercials	Amount	Total
WMTW 8	2/5 to 2/16	M-F	430a-1a	Rotation	25	30	750
WMTW 8	2/10 to 2/11	Sat/Sun	430a-8a	Weekend News	3	40	120
WMTW 8	2/17 and 2/18	Sat/Sun	430a-8a	Weekend News	3	40	120
					31		990
WMTW 8	3/5 to 3/16	M-F	430a-1a	Rotation	25	30	750
WMTW 8	3/10 and 3/11	Sat/Sun	430a-8a	Weekend News	3	40	120
WMTW 8	3/17 and 3/18	Sat/Sun	430a-8a	Weekend News	3	40	120
					31		990
WMTW 8	4/2 to 4/13	M-F	430a-1a	Rotation	25	30	750
WMTW 8	4/7 and 4/8	Sat/Sun	430a-8a	Weekend News	3	40	120
WMTW 8	4/14 and 4/15	Sat/Sun	430a-8a	Weekend News	3	40	120
					31		990
WMTW 8	5/7 to 5/18	M-F	430a-1a	Rotation	25	30	750
WMTW 8	5/12 and 5/13	Sat/Sun	430a-8a	Weekend News	3	40	120
WMTW 8	5/19 and 5/20	Sat/Sun	430a-8a	Weekend News	3	40	120
					31		990
WMTW 8	6/4 to 6/15	M-F	430a-1a	Rotation	25	30	750
WMTW 8	6/9 and 6/10	Sat/Sun	430a-8a	Weekend News	3	40	120
WMTW 8	6/16 and 6/17	Sat/Sun	430a-8a	Weekend News	3	40	120
					31		990