

BRUNSWICK TOWN COUNCIL

Agenda

June 20, 2011

7:00 P.M.

Municipal Meeting Room

Maine Street Station

16 Station Avenue

Pledge of Allegiance

Roll Call

Public Comment:

Correspondence:

Adjustments to the Agenda:

MANAGER'S REPORT:

- (a) Financial Update
- (b) Council Committee Updates
- (c) Introduction of promoted Police personnel
- (d) Authorization to apply for OUI "High Visibility" Enforcement Grant (*Action Required*)
- (e) Report on the Department of Labor's SHAPE award

PUBLIC HEARINGS

65. The Town Council will hear public comments on the following Alcoholic Beverage License application, and will take any appropriate action. (Manager)

The Raven's Nest
D/B/A: The Raven's Nest
103 Pleasant Street

Raven O'Brien, Ronald Wing Sr
and Ronald Wing II

HEARING/ACTION

66. The Town Council will hear public comments to amend Chapter 11 of the Code of Ordinances to prohibit boat storage overnight in or on any navigable waters within the Town of Brunswick without being licensed or permitted to do so, and will take any appropriate action. (Manager)

HEARING/ACTION

67. The Town Council will hear public comments to amend Chapter 15 of the Code of Ordinances to prohibit parking on sections of Old Bath Road and Bath Road near the New Meadows Lake, and will take any appropriate action. (Manager)
HEARING/ACTION
68. The Town Council will hear public comments on the submission of a \$400,000 Communities for Maine's Future grant application for a parking facility at Brunswick Station, and will take any appropriate action. (Manager)
HEARING/ACTION
69. The Town Council will hear public comments for "An Ordinance Amending Several Prior Bond Ordinances to Reduce the Amount of Bonds Authorized by those Prior Ordinances, to Advance Funds to Several Projects, and, As Necessary, to Ratify Actions Already Taken Under the Ordinances being Amended" and will take any appropriate action. (Manager)
HEARING/ACTION

NEW BUSINESS

70. The Town Council will consider a request for a Sellers of Prepared Food on Public Ways for outdoor seating for Flipside, located at 111 Maine Street, and will take any appropriate action. (Manager)
ACTION
71. The Town Council will consider authorizing the Town Manager to sign a contract with Perry & Banks to develop a web page for the Town of Brunswick, and will take any appropriate action. (Councilor Watson, Councilor Pols, and Councilor Atwood)
ACTION
72. The Town Council will consider setting a public hearing for July 11, 2011, on the proposed Capital Improvement Program for 2012-2016, and will take any appropriate action. (Manager)
ACTION

CONSENT AGENDA

- (a) Approval of the minutes of June 6, 2011

**INDIVIDUALS NEEDING AUXILIARY AIDS FOR EFFECTIVE
COMMUNICATION SHOULD CONTACT
THE TOWN MANAGER'S OFFICE AT 725-6659
(TDD 725-5521)**

Brunswick Town Council
Agenda
June 20, 2011
Council Notes and Suggested Motions

MANAGER’S REPORT:

- (a) Financial Update: Manager Brown will update the Council on the Town’s financial situation as of the end of May. Copies of the financial reports are online only.

Suggested Motion: No motion is required.

- (b) Council Committee Updates: Councilors on Committees will share information with the Council and public on their activities.

Suggested Motion: No motion is required.

- (c) Introduction of promoted Police personnel: This item is to introduce the newly promoted Police personnel to the Council. They are as follows: Marc Hagan to Deputy Chief, Mark Waltz to Captain, Lynne Doucette to Lieutenant, and Joel Bruce to Sergeant.

Suggested Motion: No motion is required

- (d) Authorization to apply for OUI “High Visibility” Enforcement Grant (*Action Required*): This item is to ask the Council’s permission to apply for a Maine Bureau of Highway Safety grant to fund both safety roadblocks and roving patrols for OUIs. Since there are no matching funds, the Police are also asking the Council to allow them to expend the funds if they are successful in getting the grant. A copy of a memo from Deputy Chief Hagan is included in your packet.

Suggested Motion:

Motion to authorize the Police Department to apply for, and if received, to expend, the OUI “High Visibility” Enforcement Grant through the Maine Bureau of Highway Safety, in the amount of \$2,240.

- (e) Report on Department of Labor’s SHAPE award: This item is to report to the Council that the Town has been successful in renewing its Department of Labor’s SHAPE award. We received highest honors for promoting and constantly improving safety and health for employees. We first received this award in 2008. A copy of the letter from the Department of Labor is included in your packet.

Suggested Motion: No motion is required.

PUBLIC HEARINGS

65. This item is the required public hearing on an Alcoholic Beverage License application for The Raven's Nest, located at 103 Pleasant Street. This is the former location of the Monkey Bar. A copy of the application is included in your packet.

Suggested Motion:

Motion to approve an Alcoholic Beverage License application for The Raven's Nest located at 103 Pleasant Street.

66. This item is the required public hearing and Council's consideration to adopt amendments to Chapter 11 to add language to prohibit boat storage overnight in or on any navigable waters within the Town of Brunswick without being licensed or permitted to do so. This comes as a result of issues around the New Meadows Lake area. Over the course of the winter, as ice began to settle on the lake, fisherman accessed it through private property on Bath Road, near the New Meadows Marina. Brunswick also experienced problems with harvesters leaving dilapidated boats along the shoreline of the property of the resident who was allowing harvesters access. These actions generated many complaints from local residents and businesses. The proposed ordinance would prohibit boat storage overnight and intends to eliminate concerns of residents and business owners. Copies of the memo from Officer Devereaux (which also explains the next item) and draft language are included in your packet.

Suggested Motion:

Motion to adopt amendments to Chapter 11 of the Code of Ordinances to prohibit boat storage overnight in or on any navigable waters within the Town of Brunswick without being licensed or permitted to do so.

67. This item is the required public hearing and Council's consideration to adopt amendments to prohibit parking on sections of Old Bath Road and Bath Road near New Meadows Lake. This comes at the recommendation of Marine Resource Officer Dan Devereaux. Parking has been an issue with a growing number of quahog harvesters coming from areas well beyond Brunswick. At times over the summer of 2010 there were over thirty trucks with trailers parked along each side of Old Bath Road, with most of the problems in Bath and West Bath. They are working to restrict parking, which will add to those parking in Brunswick. With these vehicles parked, it makes the road nearly one lane and raises public safety issues. This area is outside the Compact Limit, so the road is under the maintenance jurisdiction of the MDOT. Emails are included discussing their role. They are still requesting the Town pass an ordinance prior to posting the road. Copies of draft ordinance language, a map of the area, and the emails are included in your packet.

Suggested Motion:

Motion to adopt amendments to Chapter 15 of the Code of Ordinances to prohibit parking on sections of Old Bath Road and Bath Road near New Meadows Lake.

68. This item is the required public hearing on this grant application. The Town is seeking \$400,000 in Communities for Maine’s Future funds to design and construct a parking deck to support Brunswick Station, which is a mixed-use transit oriented development project. The deck will provide needed parking for both long-term and short-term. Copies of the public hearing notice and a memo from Brian Dancause are included in your packet.

Suggested Motion:

Motion to authorize the Town to submit a \$400,000 Communities for Maine’s Future grant application for a parking facility at Brunswick Station.

69. This item is to hold the required public hearing and Council’s consideration to adopt “An Ordinance Amending Several Prior Bond Ordinances to Reduce the Amount of Bonds Authorized by those Prior Ordinances, to Advance Funds to Several Projects, and, As Necessary, to Ratify Actions Already Taken Under the Ordinances being Amended.” Over the course of several years, beginning in 2004, the Town adopted several bond ordinances that authorized the Town to issue bonds and notes to finance a variety of projects. At this point the Town has issued all of the bonds it intends to issue under the ordinances’ authority so the Council needs to amend the ordinances to reduce the amount of notes or bonds authorized to the amount actually issued. The various bond reductions are explained in the ordinance. Copies of the draft ordinance and public hearing notice are included in your packet.

Suggested Motion:

Motion to adopt “An Ordinance Amending Several Prior Bond Ordinances to Reduce the Amount of Bonds Authorized by those Prior Ordinances, to Advance Funds to Several Projects, and, As Necessary, to Ratify Actions Already Taken Under the Ordinances being Amended.”

NEW BUSINESS

70. This item is to consider a request for Sellers of Prepared Food on Public Ways for outdoor seating for Flipside, located at 111 Maine Street. This location had seating when it was both 111 Maine and Bohemian Coffee House. A copy of their application is included in your packet.

Suggested Motion:

Motion to approve a request for Sellers of Prepared Food on Public Ways for outdoor seating for Flipside, located at 111 Maine Street.

71. Councilor Watson, Councilor Pols, and Councilor Atwood are sponsoring this item to authorize the Town Manager to sign a contract with Perry & Banks to develop a web site for the Town of Brunswick. The Council subcommittee and staff have met with different web developers and found that this company provided the best fit and capability to redesign the Town’s web page, a priority of the Council as discussed at January’s retreat. We have negotiated with Perry & Banks to reduce their cost to \$29,500 by reducing the scope of work and creating a phase two. Once the contract is executed, work will begin and is expected to be done in approximately four months.

The contract is being reviewed by the Town Attorney. Copies of the contract, the full proposal, and revised budget are included in your packet.

Suggested Motion:

Motion to authorize the Town Manager to sign a contract with Perry & Banks to develop a web site for the Town of Brunswick.

72. This item is to set the Charter required public hearing on the proposed Capital Improvement Program for 2012-2016.

Suggested Motion:

Motion to set a public hearing for July 11, 2011, on the proposed Capital Improvement Program for 2012-2016.

CONSENT AGENDA

- (a) Approval of the minutes of June 6, 2011: A copy of the minutes is included in your packet.

Suggested Motion:

Motion to approve the Consent Agenda.

Suggested Motion:

Motion to adjourn the meeting.

MANAGER'S REPORT - A
NO BACK UP MATERIALS
IN COUNCIL PACKETS
BUT ON LINE

FOR 2011 11

	ORIGINAL APPROP	REVISED BUDGET	YTD EXPENDED	MTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
<hr/> 10 General Government <hr/>							
11000 Administration	398,714	389,633.75	401,301.32	28,104.13	.00	-11,667.57	103.0%
11050 Personnel Department	0	.00	.00	.00	.00	.00	.0%
11100 Finance Department	629,846	629,846.00	529,922.35	46,400.83	2,360.81	97,562.84	84.5%
11150 Technology Services Dept	223,420	223,420.00	216,854.89	5,317.61	11,545.50	-4,980.39	102.2%
11200 Municipal Officers	113,415	113,415.00	77,310.43	3,281.56	.00	36,104.57	68.2%
11220 Municipal Building	176,338	179,224.10	137,421.42	12,004.12	1,423.38	40,379.30	77.5%
11230 Risk Management	525,446	525,446.00	419,772.87	1,186.38	.00	105,673.13	79.9%
11240 Employee benefits	0	.00	.00	.00	.00	.00	.0%
11250 Cable TV	88,540	88,540.00	69,350.69	7,119.67	.00	19,189.31	78.3%
11300 Assessing	249,824	249,824.00	199,317.37	16,438.30	529.04	49,977.59	80.0%
11400 Codes Enforcement	167,563	167,563.00	147,547.14	12,929.84	.00	20,015.86	88.1%
11600 Town Clerk & Elections	318,614	318,614.00	264,329.43	21,832.32	2,990.20	51,294.37	83.9%
11900 Planning Department	244,036	244,036.00	198,454.35	17,606.63	.00	45,581.65	81.3%
11950 Economic Development Dept	251,619	253,099.00	201,088.07	10,927.08	.00	52,010.93	79.5%
TOTAL General Government	3,387,375	3,382,660.85	2,862,670.33	183,148.47	18,848.93	501,141.59	85.2%
<hr/> 20 Public Safety <hr/>							
12100 Fire Department	2,638,877	2,642,491.00	2,368,689.85	182,004.25	19,046.06	254,755.09	90.4%
12200 Police Department	3,487,867	3,487,867.00	2,920,699.04	225,492.75	5,100.79	562,067.17	83.9%
12210 Police Special Detail	0	.00	14,668.23	4,502.59	.00	-14,668.23	100.0%
12220 Emergency Services Dispatc	556,516	556,516.00	547,514.99	47,867.65	.00	9,001.01	98.4%
12310 Streetlights	190,000	190,000.00	143,561.72	13,654.92	.00	46,438.28	75.6%
12320 Traffic Signals	18,600	18,600.00	25,146.47	471.16	.00	-6,546.47	135.2%
12330 Hydrants	364,680	364,680.00	278,312.85	.00	.00	86,367.15	76.3%
12340 Civil Emergency Preparedne	4,000	4,000.00	800.00	.00	.00	3,200.00	20.0%
TOTAL Public Safety	7,260,540	7,264,154.00	6,299,393.15	473,993.32	24,146.85	940,614.00	87.1%
<hr/> 30 Public Works <hr/>							
13100 Public Works Administratio	370,796	376,096.00	329,449.39	29,290.66	4,020.00	42,626.61	88.7%
13110 PW General Maintenance	696,667	711,667.00	508,446.48	97,636.78	24,567.02	178,653.50	74.9%
13120 PW Winter Maintenance	785,439	785,439.00	786,388.23	8,511.40	.00	-949.23	100.1%
13130 Refuse Collection	585,199	585,199.00	447,067.80	41,627.34	51,054.68	87,076.52	85.1%

FOR 2011 11

	ORIGINAL APPROP	REVISED BUDGET	YTD EXPENDED	MTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
13140 Recycling	259,245	259,245.00	212,575.50	18,720.05	40,586.10	6,083.40	97.7%
13150 PW Central Garage	587,471	575,471.00	610,048.73	39,560.96	9,278.24	-43,855.97	107.6%
TOTAL Public Works	3,284,817	3,293,117.00	2,893,976.13	235,347.19	129,506.04	269,634.83	91.8%
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40 Human Services							
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14100 General Assistance	146,525	146,525.00	134,044.03	10,257.07	1,350.87	11,130.10	92.4%
14120 Health & Social Services	2,701	2,701.00	2,672.81	.00	.00	28.19	99.0%
TOTAL Human Services	149,226	149,226.00	136,716.84	10,257.07	1,350.87	11,158.29	92.5%
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45 Education							
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14500 School Department	33,319,985	33,319,985.00	23,206,466.25	2,153,229.21	.00	10,113,518.75	69.6%
TOTAL Education	33,319,985	33,319,985.00	23,206,466.25	2,153,229.21	.00	10,113,518.75	69.6%
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50 Recreation and Culture							
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15000 Recreation Administration	382,724	373,724.00	318,593.17	31,343.12	130.89	54,999.94	85.3%
15050 Rec Buildings and Grounds	555,399	564,399.00	442,241.25	40,395.02	10,278.90	111,878.85	80.2%
15100 Coffin Pond	0	.00	.00	.00	.00	.00	.0%
15300 Teen Center	4,500	4,500.00	4,500.00	.00	.00	.00	100.0%
15310 People Plus	63,000	63,000.00	63,000.00	.00	.00	.00	100.0%
15400 Curtis Memorial Library	1,030,000	1,030,000.00	951,081.31	85,833.33	.00	78,918.69	92.3%
TOTAL Recreation and Culture	2,035,623	2,035,623.00	1,779,415.73	157,571.47	10,409.79	245,797.48	87.9%
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60 Intergovernmental							
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16000 County tax	1,171,049	1,171,049.00	1,171,049.00	.00	.00	.00	100.0%
TOTAL Intergovernmental	1,171,049	1,171,049.00	1,171,049.00	.00	.00	.00	100.0%
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70 Unclassified							
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FOR 2011 11

70	Unclassified	ORIGINAL APPROP	REVISED BUDGET	YTD EXPENDED	MTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
17000	Promotion and Development	117,358	117,358.00	91,481.67	10.68	.00	25,876.33	78.0%
17010	Assistance to St. Johns	16,000	16,000.00	.00	.00	.00	16,000.00	.0%
17020	Cemetery Care	3,000	3,000.00	1,500.00	.00	.00	1,500.00	50.0%
17030	Wage Adjustment Account	65,000	65,000.00	.00	.00	.00	65,000.00	.0%
	TOTAL Unclassified	201,358	201,358.00	92,981.67	10.68	.00	108,376.33	46.2%
80 Debt Service								
18010	2003 High School Refunding	0	.00	1,038,225.00	.00	.00	-1,038,225.00	100.0%
18020	2006 CIP G/O Bonds	284,000	284,000.00	284,000.00	.00	.00	.00	100.0%
18050	2010 Elementary School Bon	0	.00	38,360.18	.00	.00	-38,360.18	100.0%
	TOTAL Debt Service	284,000	284,000.00	1,360,585.18	.00	.00	-1,076,585.18	479.1%
	GRAND TOTAL	51,093,973	51,101,172.85	39,803,254.28	3,213,557.41	184,262.48	11,113,656.09	78.3%

** END OF REPORT - Generated by Julie Henze **

REPORT OPTIONS

Sequence	Field #	Total	Page Break	Year/Period: 2011/11
Sequence 1	2	Y	N	Print revenue as credit: Y
Sequence 2	9	Y	N	Print totals only: Y
Sequence 3	0	N	N	Suppress zero bal accts: Y
Sequence 4	0	N	N	Print full GL account: N

Double space: N
Report title: Roll projects to object: N
MAY 2011 EXPENDITURE REPORT Incl inception to soy: N
Carry forward code: 1
Print journal detail: N
From Yr/Per: 2008/ 1
To Yr/Per: 2009/12
Print Full or Short description: F Include budget entries: N
Print MTD Version: Y Incl encumb/liq entries: N
Print Revenues-Version headings: N
Format type: 2 Sort by JE # or PO #: J
Print revenue budgets as zero: N
Include Fund Balance: N Detail format option: 1
Include requisition amount: N

FOR 2011 11

	ORIGINAL ESTIM REV	REVISED EST REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE	REMAINING REVENUE	PCT COLL
<u>10 Taxes</u>						
111190 41101 Property Taxes	28,604,706	28,604,706.00	28,909,022.75	-411,790.36	-304,316.75	101.1%*
111190 41103 Deferred Property Taxe	-200,000	-200,000.00	.00	.00	-200,000.00	.0%
111190 41104 Tax Abatements	-75,000	-75,000.00	-53,411.25	-29,168.40	-21,588.75	71.2%
111190 41105 Interest on Taxes	65,000	65,000.00	55,868.68	3,827.05	9,131.32	86.0%*
111190 41106 Tax Lien Costs Revenue	10,000	10,000.00	12,712.98	.00	-2,712.98	127.1%*
111190 41107 Tax Lien Interest Reve	0	.00	18,612.64	.00	-18,612.64	100.0%*
111190 41109 Payment in Lieu of Tax	185,000	185,000.00	163,318.71	500.00	21,681.29	88.3%*
111190 41197 BETE reimbursement	87,821	87,821.00	125,153.00	144.00	-37,332.00	142.5%*
111190 41198 Homestead exemption re	323,265	323,265.00	234,013.00	.00	89,252.00	72.4%*
111191 41110 Excise Tax - Auto	2,375,000	2,375,000.00	2,288,924.06	237,994.25	86,075.94	96.4%*
111191 41111 Excise Tax Boat/ATV/Sn	24,000	24,000.00	20,116.80	5,811.90	3,883.20	83.8%*
TOTAL Taxes	31,399,792	31,399,792.00	31,774,331.37	-192,681.56	-374,539.37	101.2%
TOTAL REVENUES	31,399,792	31,399,792.00	31,774,331.37	-192,681.56	-374,539.37	
<u>20 Licenses & Fees</u>						
121111 42207 Passport Fees	0	.00	700.00	700.00	-700.00	100.0%*
121111 42208 Postage Fees	0	.00	73.20	73.20	-73.20	100.0%*
121111 42209 Passport Picture Reven	0	.00	168.00	168.00	-168.00	100.0%*
121411 42100 Building Permits	94,100	94,100.00	123,124.30	12,991.03	-29,024.30	130.8%*
121411 42101 Electrical Permits	14,000	14,000.00	24,106.94	1,900.04	-10,106.94	172.2%*
121411 42102 Plumbing Permits	8,500	8,500.00	12,362.00	2,797.50	-3,862.00	145.4%*
121411 42103 Zoning Board Fees	0	.00	150.00	75.00	-150.00	100.0%*
121611 42200 Hunting & Fishing Lice	1,500	1,500.00	1,190.50	162.75	309.50	79.4%*
121611 42201 Dog License Fee	2,104	2,104.00	2,361.00	70.00	-257.00	112.2%*
121611 42202 Vital Statistics	48,000	48,000.00	48,982.00	4,361.80	-982.00	102.0%*
121611 42203 General Licenses	22,280	22,280.00	22,600.00	4,105.00	-320.00	101.4%*
121611 42204 Victulars Licenses	19,425	19,425.00	19,350.00	13,475.00	75.00	99.6%*
121611 42205 Shellfish Licenses	19,925	19,925.00	18,150.00	175.00	1,775.00	91.1%*
121611 42206 Neutered/Spayed Dog Li	3,820	3,820.00	4,250.00	118.00	-430.00	111.3%*
121611 42207 Passport Fees	8,375	8,375.00	6,600.00	.00	1,775.00	78.8%*
121611 42208 Postage Fees	0	.00	84.37	10.95	-84.37	100.0%*
121611 42209 Passport Picture Reven	1,728	1,728.00	1,800.00	.00	-72.00	104.2%*
121911 42300 Planning Board Appl Fe	10,000	10,000.00	13,816.98	350.00	-3,816.98	138.2%*
122121 42400 Fire Permits	1,000	1,000.00	530.00	90.00	470.00	53.0%*
122221 42500 Conc Weapons Permits R	600	600.00	660.00	151.25	-60.00	110.0%*
123131 42600 Public Works Opening F	500	500.00	1,064.00	16.00	-564.00	212.8%*

FOR 2011 11

	ORIGINAL ESTIM REV	REVISED EST REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE	REMAINING REVENUE	PCT COLL
TOTAL Licenses & Fees	255,857	255,857.00	302,123.29	41,790.52	-46,266.29	118.1%
TOTAL REVENUES	255,857	255,857.00	302,123.29	41,790.52	-46,266.29	
<u>30 Intergovernmental</u>						
131122 43505 FD EMPG grant	19,500	19,500.00	10,076.73	-44.01	9,423.27	51.7%*
131122 43506 FD SAFER grant	34,000	34,000.00	31,440.99	9,206.40	2,559.01	92.5%*
131132 43103 Highway Grant Fund	170,000	170,000.00	207,568.00	51,892.00	-37,568.00	122.1%*
131142 43104 State General Assistan	15,000	15,000.00	22,841.55	3,921.81	-7,841.55	152.3%*
131190 43102 State Tax Exemption Re	10,000	10,000.00	.00	.00	10,000.00	.0%*
131192 43101 State Revenue Sharing	1,425,000	1,425,000.00	1,402,496.56	174,879.55	22,503.44	98.4%*
131192 43105 Emergency Management	0	.00	14,133.96	.00	-14,133.96	100.0%*
131192 43106 Snowmobile Receipts	1,500	1,500.00	1,588.80	.00	-88.80	105.9%*
134546 43120 State Education Subsid	11,781,402	11,781,402.00	10,342,309.23	866,062.37	1,439,092.77	87.8%*
134546 43121 State Adult Educ. Subs	31,000	31,000.00	33,699.11	.00	-2,699.11	108.7%*
134546 43122 St Fiscal Stabilizatio	1,075,140	1,075,140.00	1,085,241.00	.00	-10,101.00	100.9%*
134546 43150 Federal Education Subs	361,000	361,000.00	594,356.95	.00	-233,356.95	164.6%*
TOTAL Intergovernmental	14,923,542	14,923,542.00	13,745,752.88	1,105,918.12	1,177,789.12	92.1%
TOTAL REVENUES	14,923,542	14,923,542.00	13,745,752.88	1,105,918.12	1,177,789.12	
<u>40 Charges for services</u>						
141111 44110 Agent Fee Auto Reg	37,500	37,500.00	37,776.00	4,377.00	-276.00	100.7%*
141111 44111 Agent Fee Boat/ATV/Sno	1,500	1,500.00	1,224.00	302.00	276.00	81.6%*
141111 44140 Housing Services Fees	610,000	610,000.00	560,463.82	50,951.22	49,536.18	91.9%*
141611 44131 Advertising Fees	0	.00	815.31	92.70	-815.31	100.0%*
142121 44155 Ambulance Service Fees	695,000	695,000.00	697,963.40	67,045.72	-2,963.40	100.4%*
142121 44166 Special Detail - Fire	1,000	1,000.00	2,132.25	.00	-1,132.25	213.2%*
142221 44161 Witness Fees	4,500	4,500.00	3,570.00	820.00	930.00	79.3%*
142221 44162 Police Reports	4,100	4,100.00	3,430.00	235.00	670.00	83.7%*
142221 44163 School Resource Office	70,272	70,272.00	70,272.00	.00	.00	100.0%*
142221 44165 Special Detail - Polic	9,000	9,000.00	16,157.25	6,321.00	-7,157.25	179.5%*
142221 44167 Dispatch Services fees	120,000	120,000.00	84,103.21	10,000.00	35,896.79	70.1%*
143131 44174 PW Labor & Materials	0	.00	1,007.14	.00	-1,007.14	100.0%*
143431 44175 Recycling Revenue	18,000	18,000.00	28,117.52	4,322.00	-10,117.52	156.2%*
144545 44100 School Tuition, etc	638,928	638,928.00	405,437.16	2,600.00	233,490.84	63.5%*
TOTAL Charges for services	2,209,800	2,209,800.00	1,912,469.06	147,066.64	297,330.94	86.5%
TOTAL REVENUES	2,209,800	2,209,800.00	1,912,469.06	147,066.64	297,330.94	

FOR 2011 11

	ORIGINAL ESTIM REV	REVISED EST REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE	REMAINING REVENUE	PCT COLL
<u>50 Fines & Penalties</u>						
151621 45103 Unlicensed Dog Fines	7,500	7,500.00	16,575.00	750.00	-9,075.00	221.0%*
152121 45104 False Alarm Fire	2,000	2,000.00	1,800.00	.00	200.00	90.0%*
152221 45100 Ordinance Fines	1,400	1,400.00	1,038.00	100.00	362.00	74.1%*
152221 45101 Parking Tickets	16,000	16,000.00	7,915.00	710.00	8,085.00	49.5%*
152221 45102 Leash Law Fines	1,000	1,000.00	330.00	50.00	670.00	33.0%*
152221 45105 False Alarm Police	500	500.00	505.00	.00	-5.00	101.0%*
TOTAL Fines & Penalties	28,400	28,400.00	28,163.00	1,610.00	237.00	99.2%
TOTAL REVENUES	28,400	28,400.00	28,163.00	1,610.00	237.00	
<u>60 Interest earned</u>						
161193 46100 Interest Earned	100,000	100,000.00	2,093.54	73.60	97,906.46	2.1%*
TOTAL Interest earned	100,000	100,000.00	2,093.54	73.60	97,906.46	2.1%
TOTAL REVENUES	100,000	100,000.00	2,093.54	73.60	97,906.46	
<u>70 Donations</u>						
171952 47000 BDC Contrib to Econ De	75,000	75,000.00	.00	.00	75,000.00	.0%*
171952 47001 MRRA grant	50,000	50,000.00	41,660.00	4,166.00	8,340.00	83.3%*
TOTAL Donations	125,000	125,000.00	41,660.00	4,166.00	83,340.00	33.3%
TOTAL REVENUES	125,000	125,000.00	41,660.00	4,166.00	83,340.00	
<u>90 Other</u>						
191011 49000 Administration Miscell	70	70.00	.00	.00	70.00	.0%*
191111 49000 Finance Miscellaneous	2,500	2,500.00	17,156.71	255.00	-14,656.71	686.3%*
191111 49101 Workers Comp Reimb	0	.00	8,754.00	.00	-8,754.00	100.0%*
191111 49105 Postage & Handling	2,500	2,500.00	2,402.00	264.00	98.00	96.1%*
191111 49106 W/C Proceeds	0	.00	1,192.57	.00	-1,192.57	100.0%*
191111 49210 Insurance Proceeds	0	.00	489.35	.00	-489.35	100.0%*
191192 49100 Cable Television	205,000	205,000.00	157,547.22	50,591.31	47,452.78	76.9%*

FOR 2011 11

	ORIGINAL ESTIM REV	REVISED EST REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE	REMAINING REVENUE	PCT COLL
191411 49000 Codes Miscellaneous	1,500	1,500.00	287.27	21.25	1,212.73	19.2%*
191611 49000 Town Clerk Miscellaneous	1,500	1,500.00	1,032.75	80.00	467.25	68.9%*
191911 49000 Planning Miscellaneous	0	.00	3.50	3.50	-3.50	100.0%*
191941 49000 Natural Resources Misc	0	.00	1,347.00	.00	-1,347.00	100.0%*
192121 49000 Fire Miscellaneous	500	500.00	274.29	67.53	225.71	54.9%*
192194 49151 Fire Vehicle Sales	0	.00	400.00	.00	-400.00	100.0%*
192221 49000 Police Miscellaneous	3,000	3,000.00	1,217.26	.00	1,782.74	40.6%*
192294 49153 Police Vehicle Sales	12,000	12,000.00	16,003.00	.00	-4,003.00	133.4%*
193131 49000 Public Works Miscellan	0	.00	75.00	.00	-75.00	100.0%*
193194 49154 Public Works Vehicle S	0	.00	27,546.00	.00	-27,546.00	100.0%*
194141 49103 General Assistance Rec	0	.00	40.00	40.00	-40.00	100.0%*
194545 49000 School Miscellaneous R	174,500	174,500.00	55,837.00	9,817.24	118,663.00	32.0%*
195051 49000 Recreation Miscellaneous	0	.00	53.33	.00	-53.33	100.0%*
199980 48100 General Fund Transfer	127,512	127,512.00	127,512.00	.00	.00	100.0%*
TOTAL Other	530,582	530,582.00	419,170.25	61,139.83	111,411.75	79.0%
TOTAL REVENUES	530,582	530,582.00	419,170.25	61,139.83	111,411.75	
GRAND TOTAL	49,572,973	49,572,973.00	48,225,763.39	1,169,083.15	1,347,209.61	97.3%

** END OF REPORT - Generated by Julie Henze **

REPORT OPTIONS

Sequence	Field #	Total	Page Break	Year/Period: 2011/11
Sequence 1	5	Y	N	Print revenue as credit: N
Sequence 2	0	N	N	Print totals only: N
Sequence 3	0	N	N	Suppress zero bal accts: Y
Sequence 4	0	N	N	Print full GL account: N

Double space: N
Report title: MAY 2011 REVENUE REPORT
Roll projects to object: N
Incl inception to soy: N
Carry forward code: 1
Print journal detail: N
From Yr/Per: 2008/ 1
To Yr/Per: 2009/12
Include budget entries: N
Incl encumb/liq entries: N
Sort by JE # or PO #: J
Detail format option: 1

Print Full or Short description: F
Print MTD Version: Y
Print Revenues-Version headings: Y
Format type: 2
Print revenue budgets as zero: N
Include Fund Balance: N
Include requisition amount: N

**MANAGER'S REPORT - B
NO BACK UP MATERIALS**

**MANAGER'S REPORT - C
NO BACK UP MATERIALS**

MANAGER'S REPORT - D BACK UP MATERIALS

Memo

To: Fran Smith

From: Marc Hagan

Date: 06/10/2011

Re: Bureau of Highway Safety Grant

Fran, the Brunswick Police Department would like to receive approval to apply for an OUI “High Visibility” Enforcement grant. Would it be possible to get onto the Council docket for June 20th?

We would be seeking \$2,240 in Federal grant funding, which is being passed through the Maine Bureau of Highway Safety, in order to run both safety roadblocks and roving patrols.

The project period would be from July 1, 2011 to September 5, 2011.

It should also be noted that this is a **NON MATCHING** grant. Thank you.

MANAGER'S REPORT - E BACK UP MATERIALS



PAUL R. LEPAGE
GOVERNOR

STATE OF MAINE
DEPARTMENT OF LABOR
BUREAU OF LABOR STANDARDS
45 STATE HOUSE STATION
AUGUSTA, MAINE
04333-0045

LAURA BOYETT
ACTING COMMISSIONER

MICHAEL ROLAND
DEPUTY DIRECTOR

5/31/2011

Jessica Factor
Town of Brunswick
28 Federal St
Brunswick Maine 04011-1583

Dear Jessica Factor

Thank you for another successful renewal of the Department of Labor's SHAPE award. Because of your efforts and the efforts of the employees of the town of Brunswick you have again received the highest honors for promoting and constantly improving safety and health for employees.

Enclose is a date tag to be attached to your existing SHAPE plaque, which should be attached at your earliest possible convenience. Even though the town of Brunswick has exempted themselves from inspections, we hope that you will still use the services to the Department of Labor whenever possible and you will seek other facilities to help promote the SHAPE program.

* Included is a tag to attach to your current SHAPE award extending your exemption until April 2013

Respectfully,


Michael LaPlante
Occupational Safety and Health Supervisor
Maine Department of Labor
(207) 623-7921

ITEM 65

BACK UP MATERIALS



Town Clerk's Office
28 Federal Street
Brunswick, ME 04011

PUBLIC HEARING

The Municipal Officers of the Town of Brunswick will hold a Public Hearing at the Municipal Meeting Room, Maine Street Station, 16 Station Avenue, Brunswick, at 7:00 P.M. on 6/20/2011 on the following Alcoholic Beverage license applications:

Full-Time Spirituous, Vinous & Malt

The Ravens' Nest
D/B/A: The Ravens' Nest
103 Pleasant Street

Raven O'Brien/Ronald Wing Sr/
Ronald Wing II

All persons may appear to show cause, if any they may have, why such applications should or should not be approved.

**INDIVIDUALS NEEDING AUXILIARY AIDS FOR EFFECTIVE COMMUNICATION
PLEASE CONTACT THE TOWN MANAGER'S OFFICE AT 725-6653 (TDD 725-5521).**

Fran Smith
Town Clerk

**Department of Public Safety
Division**



Liquor Licensing & Inspection

BUREAU USE ONLY

License No. Assigned:

Class:

Deposit Date:

Amt. Deposited:

Promise by any person that he or she can expedite a liquor license through influence should be completely disregarded. To avoid possible financial loss an applicant, or prospective applicant, should consult with the Division before making any substantial investment in an establishment that now is, or may be, attended by a liquor license.

PRESENT LICENSE EXPIRES _____

INDICATE TYPE OF PRIVILEGE: MALT SPIRITUOUS VINOUS

INDICATE TYPE OF LICENSE:

- RESTAURANT (Class I,II,III,IV)
- HOTEL-OPTINONAL FOOD (Class I-A)
- CLASS A LOUNGE (Class X)
- CLUB (Class V)
- TAVERN (Class IV)
- RESTAURANT/LOUNGE (Class XI)
- HOTEL (Class I,II,III,IV)
- CLUB-ON PREMISE CATERING (Class I)
- GOLF CLUB (Class I,II,III,IV)
- OTHER: _____

REFER TO PAGE 3 FOR FEE SCHEDULE

ALL QUESTIONS MUST BE ANSWERED IN FULL

1. APPLICANT(S) - (Sole Proprietor, Corporation, Limited Liability Co., etc.)			2. Business Name (D/B/A)		
Ronald C. Wing Sr. DOB: 7/6/57			The Ravens' Nest		
Ronald C. Wing II DOB: 5/19/1971			Location (Street Address)		
Raven C. O'Brien DOB: 5/17/1980			103 Pleasant St		
Address			City/Town	State	Zip Code
365 Old Bath Rd.			Brunswick	Me	04071
City/Town			Mailing Address		
Brunswick			365 Old Bath Rd		
State			City/Town	State	Zip Code
Me			Brunswick	Me	04071
Zip Code			City/Town		
04071			Brunswick		
Telephone Number		Fax Number	Business Telephone Number		Fax Number
207-837-8304		207-373-1925	207-449-9828		207-373-1925
Federal I.D. #			Seller Certificate #		
Pending			Pending		

3. If premises are a hotel, indicate number of rooms available for transient guests: n
4. State amount of gross income from period of last license: ROOMS \$ 0 FOOD \$ 0 LIQUOR \$ 0
5. Is applicant a corporation, limited liability company or limited partnership? YES NO

complete Supplementary Questionnaire ,if YES

6. Do you permit dancing or entertainment on the licensed premises? YES NO
7. If manager is to be employed, give name: Raven C. O'Brien
8. If business is NEW or under new ownership, indicate starting date: 7/1/2011
Requested inspection date: 6-25-2011 Business hours: Tue Sunday 11A-1AM
9. Business records are located at: 3 Brookview Dr. Brunswick Me
10. Is/are applicants(s) citizens of the United States? YES NO

11. Is/are applicant(s) residents of the State of Maine? YES NO

12. List name, date of birth, and place of birth for all applicants, managers, and bar managers. Give maiden name, if married:
Use a separate sheet of paper if necessary.

Name in Full (Print Clearly)	DOB	Place of Birth
Ronald C. Wing Sr.	7/6/51	Brunswick, Me
Ronald C. Wing II	5/12/1971	Brunswick, Me
Raven C. O'Brien	5/17/1980	Stratton, FL

Residence address on all of the above for previous 5 years (Limit answer to city & state)

Ronald C. Wing Sr = Brunswick ME / Ronald C. Wing II = Durham & Brunswick Me
Raven O'Brien Batez Island, Durham, Brunswick Me

13. Has/have applicant(s) or manager ever been convicted of any violation of the law, other than minor traffic violations, of any State of the United States? YES NO

Name: _____ Date of Conviction: _____

Offense: _____ Location: _____

Disposition: _____

14. Will any law enforcement official benefit financially either directly or indirectly in your license, if issued?
Yes No If Yes, give name: _____

15. Has/have applicant(s) formerly held a Maine liquor license? YES NO

16. Does/do applicant(s) own the premises? Yes No If No give name and address of owner: _____

17. Describe in detail the premises to be licensed: (Supplemental Diagram Required) A bar that seats 15 with tables that seat up to 40 then a pool table and Band area

18. Does/do applicant(s) have all the necessary permits required by the State Department of Human Services?
YES NO Applied for: in process of getting all

19. What is the distance from the premises to the NEAREST school, school dormitory, church, chapel or parish house, measured from the main entrance of the premises to the main entrance of the school, school dormitory, church; chapel or parish house by the ordinary course of travel? _____ Which of the above is nearest? _____

20. Have you received any assistance financially or otherwise (including any mortgages) from any source other than yourself in the establishment of your business? YES NO

If YES, give details: _____

The Division of Liquor Licensing & Inspection is hereby authorized to obtain and examine all books, records and tax returns pertaining to the business, for which this liquor license is requested, and also such books, records and returns during the year in which any liquor license is in effect.

NOTE: "I understand that false statements made on this form are punishable by law. Knowingly supplying false information on this form is a Class D offense under the Criminal Code, punishable by confinement of up to one year or by monetary fine of up to \$2,000 or both."

Dated at: Brunswick on 10/16/2001, 20____
Town/City, State Date

Raven O'Brien
Signature of Applicant or Corporate Officer(s)
Raven O'Brien

Please sign in blue ink

Ronald C. Wing II
Signature of Applicant or Corporate Officer(s)

ITEM 66

BACK UP MATERIALS



**TOWN OF BRUNSWICK
PUBLIC HEARINGS**

THE **BRUNSWICK TOWN COUNCIL** will hold **public hearings** at their regular meeting on Monday, June 20, 2011, 7:00 p.m. in the Municipal Meeting Room (Room 217), Maine Street Station, 16 Station Avenue, to receive public comment on the following ordinance amendments:

Item 1: ARTICLE I., HARBOR, COASTAL, TIDAL AND NAVIGABLE FRESH WATERS

Sec. 11-13. ~~Reserved.~~—Boat Storage.

No boat, vessel, raft, barge shall be stored overnight in or on any navigable waters within the Town of Brunswick without being licensed or permitted to do so. A person found in violation will be subjected to the cost of removing the vessel, boat, raft, barge and be fined \$150.00.

Item 2: CHAPTER 15, TRAFFIC AND VEHICLE, ARTICLE IV., STOPPING, STANDING, PARKING

Sec. 15-74. No-parking areas.

The following areas are designated as no-parking areas:

Bath Road, both sides, commencing from the Brunswick/West Bath Boundary westerly to a point 1,000 feet past Sawyer Road.

Old Bath Road, both sides, commencing from Bridge Road easterly to the Brunswick/Bath Boundary.

For more information contact the Town Manager's office at 725-6659.

INDIVIDUALS NEEDING AUXILIARY AIDS FOR EFFECTIVE COMMUNICATION
PLEASE CONTACT THE TOWN MANAGER'S OFFICE AT 725-6659 (TDD 725-5521)

Fran Smith, Town Clerk
Brunswick, Maine



From the Desk
of
BRUNSWICK MARINE RESOURCES
OFFICER/HARBOR MASTER

May 4th, 2011

TO: GARY BROWN, TOWN MANAGER
CC: FRAN SMITH TOWN CLERK, CMDR. HAGAN BRUNSWICK POLICE DEPT. &
BRUNSWICK TOWN COUNCIL MEMBERS
FROM: DANIEL DEVEREAUX MRO/HM
SUBJECT: REQUEST FOR ADDITIONAL NO PARKING AND NO NIGHT STORAGE OF BOATS
ON THE NEW MEADOWS LAKES

Dear Mr. Brown,

I'm writing to inform you of a recent meeting Commander Marc Hagan and I attended in reference to the parking congestion on the Old Bath Rd. and Bath Rd. surrounding the commercial use of the New Meadows Lakes.

This meeting was called by staff of the surrounding municipalities (City of Bath, Town of West Bath, and Brunswick) that have been affected by the parking of commercial fisherman's trucks and rigs alongside the Old Bath Rd. and on the Bath Rd. near the New Meadows Marina.

As you are aware, a few years ago the New Meadows Lakes opened to shellfish harvesting after being closed for many years. The quahog resource in this particular area is in quite abundance and drew many fishermen from up and down the coast to this area. The most practical way to access the New Meadows Lakes lake is through the West Bath boat launch situated off the Old Bath Rd. At many times over the summer of 2010 there were 30 + truck with trailers parked along each side of the Old Bath Rd. This area is not within Brunswick jurisdiction, however it has been noted by the Brunswick Marine Officers that the road was nearly impassable at certain times during the summer, as it was essentially turned into a one lane road. There were many concerns from residents in this area, as well as public safety officials, surrounding in ability for large public safety vehicles (FIRE TRUCKS) to pass through the narrow opening left by the parked trucks and rigs on both sides of the road.

Over the course of the winter, as ice began to settle on the lake, fisherman moved to access through private property on the Bath Rd. near the New Meadows Marina. In the course of doing this Brunswick residents and business owners began to experience numerous parking problems along the Bath Rd. near New Meadows Marina. Brunswick also experienced problems with harvesters leaving dilapidated boats along the shoreline of the resident that was allowing harvesters to access. These actions generated many complaints from local residents and businesses. For a few short months (January and February) fisherman were not able to access the lakes and most of the parking issues went away. It was as the ice began to move out and fisherman moved back in that the parking problems once again occurred. This is what spurred the above mentioned meeting.

During the meeting we discussed several possible solutions to the reoccurring problem, from building up the shoulders of the road to requesting parking access at Bisson's on the New Meadows Rd. It was recognized by the towns that this area has very little appropriate parking, however is was mentioned that there are two public access

point just above the Bath Rd. being Sawyer Park boat launch and Bullrock boat launch, however it was determined that these areas were not feasible due to inability of boat passage through the sluice way under the Bath Rd. However this does not limit fisherman's options of parking their rigs in these designated public facilities.

At the conclusion of the meeting representative from each town agreed to pursue the following ordinance changes with their elected officials.

- Town of West Bath - Since a majority of the parking problem, including destruction of fringing salt marsh around the landing, and road shoulder erosion on the Old Bath Rd. West Bath will pursue building up eastbound shoulder of the Old Bath Rd. and limit parking by ordinance to daylight hours only. West Bath has also agreed to place large boulders on each side of the landing to prohibit fisherman from parking in the fringing salt marsh area. West Bath will also seek avenues to prohibit overnight boat storage on their side of the lake.
- City of Bath – Since the westbound side of the Old Bath Rd. is in the jurisdiction of the City of Bath and there is very limited shoulder they will seeking an ordinance that prohibits any parking along the westbound lanes.
 - Town of Brunswick – West Bath limiting parking on the Old Bath Rd. would obviously cause more parking congestion on Brunswick's side of the Old Bath Rd. and along the Bath Rd. near the New Meadows Marina. With this said, Police Department Staff recommends two parking prohibitions. The first being a prohibition on both sides of the Old Bath Rd. from Bridge Rd. to the Brunswick/Bath Boundary Line and as well as on either side of the Bath Rd. from the West Bath/Brunswick Town line to 1000 feet past Sawyer Park Boat Launch. These parking prohibition are supported by the fact that parked traffic in the defined areas present a vehicular safety risk as both areas are on sloping roads with limited visibility. In addition the Harbor Masters office would ask that the town prohibit anyone from storing their vessels or barges overnight without a mooring permit and/or without the direct consent of the Harbor Master.

The changes we are requesting are in the following sections of the Brunswick Municipal Code.

Chapter 15 Traffic and Vehicles, Article IV, Section 15-74 No parking Areas. 1) Commencing from the Brunswick/West Bath Boundary easterly on both sides of the Bath Rd to a point 1000 feet past Sawyer Park Boat Launch. 2) Commencing from the Bridge Rd. westerly on both sides of the Old Bath Rd. to the Brunswick/Bath Boundary.

Chapter 11 Marine Activities Structures and Ways, Article 1 Harbor, Coastal, Tidal and Navigable Fresh Waters. Add Section 11-13 Boat Storage. No boat, vessel, raft, barge shall be stored overnight in or on any navigable waters within the Town of Brunswick without being licensed or permitted to do so. A person found in violation will be subjected to the cost of removing the vessel, boat, raft, barge and be fined \$150.00.

We request that you seriously consider the following additions to the Brunswick Town Ordinances and look forward to hearing from you.

Respectfully,

Dan Devereaux MRO/HM
Brunswick Police Marine Resources



**Proposed Ordinance Amendments
No Overnight Boat Storage
Drafted – 05/31/2011
Public Hearing –
Adopted –
Effective –**

Be it ordained by the Town Council of the Town of Brunswick, Maine, that Chapter 11, Article I, the Municipal Code of Ordinances, Town of Brunswick, Maine, is amended by removing the struck-out language as follows:

**ARTICLE I.
HARBOR, COASTAL, TIDAL AND NAVIGABLE FRESH WATERS**

Secs. 11-13--11-25. ~~Reserved.~~—Boat Storage.

No boat, vessel, raft, barge shall be stored overnight in or on any navigable waters within the Town of Brunswick without being licensed or permitted to do so. A person found in violation will be subjected to the cost of removing the vessel, boat, raft, barge and be fined \$150.00.

Adopted by the Brunswick Town Council at their Regular Meeting held on _____.
It will become effective thirty days after adoption.

Attest: _____
Town Clerk

ITEM 67

BACK UP MATERIALS



**Proposed Ordinance Amendments
No Parking Sections of Old Bath Road and Bath Road
Drafted – 05/31/2011
Public Hearing –
Adopted –
Effective –**

Be it ordained by the Town Council of the Town of Brunswick, Maine, that Chapter 15, Articles IIV, the Municipal Code of Ordinances, Town of Brunswick, Maine, is amended by removing the struck-out language as follows:

**CHAPTER 15
TRAFFIC AND VEHICLE
ARTICLE IV.
STOPPING, STANDING, PARKING**

Sec. 15-74. No-parking areas.

The following areas are designated as no-parking areas:

Bath Road, both sides, commencing from the Brunswick/West Bath Boundary westerly to a point 1,000 feet past Sawyer Road.

Old Bath Road, both sides, commencing from Bridge Road easterly to the Brunswick/Bath Boundary.

Adopted by the Brunswick Town Council at their Regular Meeting held on _____.
It will become effective thirty days after adoption.

Attest: _____
Town Clerk



Old Bath Rd

Bridge Rd

**Proposed Old Bath Rd
No Parking Area**

Peterson Lane

**New Meadows
River**

Route 1

**Proposed Bath Rd
No Parking Area**

Harding Rd

Bath Rd

**Brunswick Marine Resources
Proposed No Parking Areas
Near New Meadows River**
- Bath Rd
- Old Bath Rd

June 1, 2011
JAF/BPWD

Sawyer Rd

Emails on the Road as MDOT jurisdiction

From John Foster

The section of Old Bath Road where you want to establish a no parking zone is outside the Compact Limit so that road is under the maintenance jurisdiction of the MaineDOT out of Scarborough. You should probably contact them as regards establishing a no parking zone on that section of the road. I am copying this email to Brian Keezer who is the Scarborough Division Traffic Engineer. We would expect them to sign the road for no parking if they concur with your plan to establish that zone on Old Bath Road. FYI, thanks, John

John A. Foster, Town Engineer/Public Works Director
Brunswick Public Works
207.725.6654

From Brian Keezer - MDOT

From: "Keezer, Brian" <Brian.Keezer@maine.gov>
Date: Tue, 31 May 2011 14:52:58 -0400
To: John Foster<jfoster@brunswickme.org>; Fran Smith<smithfm@brunswickme.org>
Cc: Dan Devereau<ddeverea@brunswickpd.org>; Marc Hagan<mhagan@brunswickpd.org>; Jim Higgins<jhiggins@brunswickme.org>
Subject: RE: See if got language right

John and Fran,

My first question is whether both roads are state or state aid roads. If they are and both sections are outside the compact, then we would be involved. We absolutely want a local ordinance passed and we'll actually need a copy of it before we can move ahead on our end. So I would definitely go ahead with the public hearing. Once I get a copy of the signed ordinance, I have to type a Commission Record Item that gets signed by the Commissioner of MaineDOT. Once I get this back from the Augusta Office, assuming the roads are state or state aid roads, we will install the "No Parking" signs initially. Once they are installed, it is up to the town to maintain them.

Please let me know if you have any additional questions.
Thanks - Brian

Brian Keezer, P.E.
MaineDOT Region 1 Traffic Engineer
P.O. Box 358
Scarborough, ME 04070
Tel.: (207) 885-7000
Fax: (207) 885-3806

From Dan Devereau

John,

Thanks for sending this to Brian. I hope it pulls your support. There have been many issues that have arose since we opened the New Meadows Lakes for harvesting, two majors issues are roadside parking and the deterioration of the shoulders of the roads. More of a problem in Bath and West Bath, however it very well could be our problem when West Bath and Bath prohibit parking on their side of the boundary.

Once again I appreciate your help in direction and hope that once MDOT signs off your department will maintain the signs. We will be strictly enforcing this once and if it is enacted by the Council.

ITEM 68

BACK UP MATERIALS

Public Hearing Notice
Town of Brunswick

The Town of Brunswick will hold a Public Hearing on June 20, 2011 at 7:00 pm in the Municipal Meeting Room (#217), 16 Station Avenue to discuss an application being submitted to the State of Maine for the Communities for Maine's Future Bond Program. The purpose of the grant application is to design and construct a parking facility at Brunswick Station. Public comments will be solicited at this Hearing and will be submitted as part of the application. All persons wishing to make comments or ask questions about the grant application are invited to attend this Public Hearing. Comments may be submitted in writing to: Brian Dancause, 28 Federal Street, Brunswick, ME 04011 at any time prior to the Public Hearing. TDD/TTY users may call 771. If you are physically unable to access any of the Town's programs or services, please call Brian Dancause at 721-0292, so that accommodations can be made.



TOWN OF BRUNSWICK, MAINE
INCORPORATED 1739
DEPARTMENT OF ECONOMIC AND COMMUNITY DEVELOPMENT
28 FEDERAL STREET
BRUNSWICK, ME 04011

MEMORANDUM

TO: Town Council
Gary Brown

FROM: Brian K. Dancause *Brian*

DATE: June 15, 2011

SUBJ: Communities for Maine's Future grant application for parking facility at Brunswick Station

- ✓ On June 3, the Town of Brunswick submitted a Letter of Intent to Apply for a Communities for Maine's Future grant for a parking facility at Brunswick Station.
- ✓ The Town received a June 7 letter from the Maine Department of Economic and Community Development inviting us to apply for a CFMF grant for our proposed project.
- CFMF applications are due to DECD by July 1, 2011. A public hearing record and governing body approval are required as part of the CFMF application process.
- At the Brunswick Development Corporation's June 8 meeting, the Town requested \$400,000 in BDC funds for the Brunswick Station parking facility project. If approved, BDC funds will satisfy the 1:1 match required for CFMF funding.

PROJECT SUMMARY:

The Town is seeking \$400,000 in CFMF funds to design and construct a parking deck to support Brunswick Station, a mixed-use transit-oriented development project. The parking deck will provide long-term and hourly parking for users of various transit services located at the Brunswick Visitor Center, including Amtrak Downeaster, Maine Eastern Railroad, Concord Coach Lines and the Brunswick Explorer, as well as Enterprise rental cars. In the Town's CFMF application, we are positioning the Visitor Center, as a multi-modal transportation hub serving the entire Midcoast region.

PROJECT TIMELINE:

- Summer/Fall 2011 -- Complete Design/Engineering.
- Spring/Summer 2012 -- Complete Construction of Parking Deck.
- Fall/Winter 2012 -- Amtrak Downeaster begins passenger rail service between Boston and Brunswick.

ITEM 69

BACK UP MATERIALS

**TOWN OF BRUNSWICK
NOTICE OF PUBLIC HEARING**

The Town Council will hold a public hearing on Monday, June 20, 2011, 7:00 p.m. at the Municipal Meeting Room (Room 217), Maine Street Station, 16 Station Avenue, to consider the following:

An Ordinance Amending Several Prior Bond Ordinances to Reduce the Amount of Bonds Authorized by those Prior Ordinances, to Advance Funds to Several Projects, and, As Necessary, to Ratify Actions Already Taken Under the Ordinances being Amended

The text of the proposed ordinance is too extensive to be included with this notice. Anyone having questions about the proposed ordinance or wishing to obtain copies of it should contact the Brunswick Town Clerk's or Town Manager's Office during regular office hours Monday through Friday from 8:30 a.m. to 4:30 p.m.

INDIVIDUALS NEEDING AUXILIARY AIDS FOR EFFECTIVE COMMUNICATION PLEASE CONTACT THE TOWN MANAGER'S OFFICE AT 725-6659 (TDD 725-5521)

Frances M. Smith
Town Clerk of Brunswick, Maine

June 9, 2011

TOWN OF BRUNSWICK, MAINE

ORDINANCE

An Ordinance Amending Several Prior Bond Ordinances to Reduce the Amount of Bonds Authorized by those Prior Ordinances, to Advance Funds to Several Projects, and, As Necessary, to Ratify Actions Already Taken Under the Ordinances being Amended

WHEREAS, over the course of several years beginning in 2004 the Town of Brunswick (the “Town”) adopted several bond ordinances that authorized the Town to issue bonds and notes to finance a variety of projects; and

WHEREAS, the Town has issued all of the bonds or notes it intends to issue under the authority of those ordinances; and

WHEREAS, the Town wants to amend those ordinances to reduce the amount of notes or bonds authorized to the amounts actually issued, and

WHEREAS, the Town wants to leave all of the remaining authority of those ordinances in effect including, but not limited to, the authority to expend funds; and

WHEREAS, the Town wants to advance funds to projects that were originally intended to be funded by bonds or notes;

NOW THEREFORE THE FOLLOWING ORDINANCE IS ADOPTED.

Section 1. The ordinance “Authorizing the acquisition of land and the Brunswick Times-Record buildings (so-called) (and other structures) located at 6 Industry Road in Brunswick, Maine from Brunswick Publishing Company, Inc., and the Issuance by the Town of its Bonds and Notes in an Amount not to Exceed \$1,500,000 therefore,” adopted by the Town Council on July 19, 2004, is amended as follows:

- a. In Section 1 the amount of general obligation bonds and notes in anticipation thereof authorized in the aggregate principal amount is reduced from an amount not to exceed \$1,500,000 to an amount not to exceed \$0. Any notes previously issued under the authority of the Ordinance remain valid, and are confirmed and approved. Expenditures up to \$1,500,000, already made under the authority of the Ordinance, in anticipation of funding in the form of bonds or notes remain valid, and are ratified, confirmed, and approved.
- b. Section 1 is further amended to authorize advances, from the Town’s general fund in an amount not to exceed \$1,500,000, to a capital projects fund, for the purpose of financing the Project as defined in Section 1 of the Ordinance (“Advances”). Advances already made for this purpose are ratified, confirmed, and approved.
- c. Section 1 a is added as follows: The Town Treasurer is authorized to establish and amend all details of any Advances including, but not limited to, the term, interest rates, and payment schedule.
- d. Section 3 of the Ordinance is amended in its entirety to read: The proceeds of the Bonds (and any notes in anticipation thereof) and any Advances be and hereby are appropriated to pay the costs of the Project.

- e. Expenditures already made under authority of the Ordinance regardless of the source of funds are ratified, confirmed, and approved.
- f. In all other respects the Ordinance remains in full force and effect.

Section 2. The ordinance “Authorizing the execution of a Joint Development Agreement and authorizing Bonds and Notes in an amount not to exceed \$2,000,000 to perform hazardous waste remediation of the Maine Street Station Property and to design and construct infrastructure on and to said site and other properties, and authorizing the conveyance of property,” adopted by the Town Council on January 29, 2007, is amended as follows:

- a. In Section 3 the amount of general obligation bonds and notes in anticipation thereof, authorized in the aggregate principal amount is reduced from an amount not to exceed \$2,000,000 to an amount not to exceed \$0. Expenditures up to \$2,000,000 already made under the authority of the Ordinance, in anticipation of funding in the form of bonds or notes remain valid, and are ratified, confirmed, and approved.
- b. Section 3 is further amended to authorize advances, from the Town’s capital projects fund for road reconstruction projects, an amount not to exceed \$2,000,000, to the capital projects fund established for the Maine Street Station Project, for the purpose of financing the Project as defined in Section 3 (“Advances”). Advances already made for this purpose are ratified, confirmed, and approved.
- c. Section 3 a is added as follows: The Town Treasurer is authorized to establish and amend all details of any Advances including, but not limited to, the term, interest rates, and payment schedule.
- d. Section 5 of the Ordinance is amended in its entirety to read: The proceeds of the Bonds (and any notes in anticipation thereof) and any Advances be and hereby are appropriated to pay the costs of the Project.
- e. Section 24 of the Ordinance is amended in its entirety to read: The Town Manager is authorized to accept contributions and make applications for federal and state grant funds, said contributions and grants to be used in lieu of or in addition to bond proceeds or Advances authorized hereunder. The Town Manager is authorized to accept contribution and grants on behalf of the Town and said amounts are hereby appropriated to fund any portion of the Project. The total amount appropriated under this Ordinance shall not be greater than the amount of bond proceeds, Advances, plus any contributions and grants.
- f. Expenditures already made under authority of the Ordinance, regardless of the source of funds, are ratified, confirmed, and approved.
- g. In all other respects, the Ordinance remains in full force and effect.

Section 3. The “Ordinance Authorizing the Issuance of Bonds and Notes in an Amount not to Exceed \$1,300,000 to Finance the Reconstruction of Mere Point Road,” adopted by the Town Council on June 16, 2008, is amended as follows:

- a. In Section 1 the amount of general obligation bonds and notes in anticipation thereof authorized in the aggregate principal amount is reduced from an amount not to exceed \$1,300,000 to an amount not to exceed \$390,000. Expenditures up to \$1,300,000 already made under the authority of the Ordinance, in anticipation of funding in the form of bonds or notes remain valid, and are ratified, confirmed, and approved.
- b. Section 1 is further amended to specifically authorize expenditures on the Project, as defined in Section 1 of the Ordinance, of up to \$910,000 from funds already appropriated to the Town’s capital projects fund for road reconstruction projects.
- c. Expenditures already made under authority of the Ordinance, regardless of the source of funds, remain valid, and are ratified, confirmed and approved.

- d. In all other respects, the Ordinance remains in full force and effect.

Section 4. “An Ordinance Amending Prior Bond Ordinance,” adopted by the Town Council on October 5, 2009, which itself amended “An Ordinance Authorizing the Issuance of Bonds and Notes Therefore in an Amount not to Exceed \$750,000 and Appropriating Additional Funds Constituting the Bath Road Corridor Impact Fees, to Finance the Reconstruction of Bath Road,” adopted by the Town Council on June 16, 2008, is amended as follows:

- a. In Section 1 of the October 5, 2009 ordinance titled, “An Ordinance Amending Prior Bond Ordinance,” the amount of general obligation bonds and notes in anticipation thereof authorized in the aggregate principal amount is reduced from an amount not to exceed \$1,250,000 to an amount not to exceed \$0. Expenditures up to \$1,250,000 already made under the authority of the Ordinance, in anticipation of funding in the form of bonds or notes are ratified, confirmed, and approved.
- b. Section 1 is further amended to authorize advances, from the Town’s general fund in an amount not to exceed \$1,250,000 to a capital projects fund, and appropriate those advances for the purpose of financing the Project as defined in Section 1 of the Ordinance (“Advances”). Advances already made for this purpose are ratified, confirmed, and approved.
- c. Section 1 a is added as follows: The Town Treasurer is authorized to establish and amend all details of any Advances including, but not limited to, the term, interest rates, and payment schedule.
- d. Expenditures already made under authority of the Ordinance, regardless of the source of funds, remain valid, and are ratified, confirmed and approved.
- e. In all other respects, the Ordinance remains in full force and effect.

Section 5. The Ordinance Authorizing the Issuance of Bonds and Notes in and Amount not to Exceed \$1,000,000 to Finance Storm Drain Improvements,” adopted by the Town Council on June 16, 2008, is amended as follows:

- a. The amount of general obligation bonds and notes in anticipation thereof authorized in the aggregate principal amount is reduced from not to exceed \$1,000,000 to not to exceed \$770,000 in Section 1. Expenditures up to \$1,000,000 already made under the authority of the Ordinance, in anticipation of funding in the form of bonds or notes remain valid, are ratified, confirmed, and approved.
- b. Expenditures already made under authority of this Ordinance, regardless of the source of funds, remain valid, and are ratified, confirmed and approved.
- c. In all other respects, the ordinance remains in full force and effect.

Section 6. An “Ordinance Authorizing the Issuance of Bonds and Notes in an Amount not to Exceed \$1,000,000 to Finance School Department Energy Conservation Measures,” adopted by the Town Council on May 18, 2009, is amended as follows

- a. In Section 1, the amount of general obligation bonds and notes in anticipation thereof authorized in the aggregate principal amount is reduced from an amount not to exceed \$1,000,000 to an amount not to exceed \$890,000. Expenditures up to \$1,000,000 already made under the authority of the Ordinance, in anticipation of funding in the form of bonds or notes remain valid, are ratified, confirmed, and approved.
- b. Section 1 is further amended to authorize advances, from the Town’s general fund in an amount not to exceed \$110,000, to a capital projects fund, and appropriate those advances for the purpose of financing the Project as defined in Section 1 of the Ordinance (“Advances”). Advances already made for this purpose are ratified, confirmed, and approved.

- c. Section 1 a is added as follows: The Town Treasurer is authorized to establish and amend all details of any Advances including, but not limited to, the term, interest rates, and payment schedule.
- d. Expenditures already made under authority of the Ordinance, regardless of the source of funds, remain valid, and are ratified, confirmed and approved.
- e. In all other respects, the ordinance remains in full force and effect.

Section 7. “An Ordinance Authorizing the Issuance of Bonds and Notes in an Amount not to Exceed \$410,000 to Finance the Acquisition and Installation of Heating, Ventilation, Cooling, and Related equipment at the Brunswick Junior High School,” adopted by the Town Council on May 18, 2009, is amended as follows:

- a. In Section 1, the amount of general obligation bonds and notes in anticipation thereof authorized in the aggregate principal amount is reduced from not to exceed \$410,000 to not to exceed \$390,000 . Expenditures up to \$410,000 already made under the authority of the Ordinance, in anticipation of funding in the form of bonds or notes remain valid, are ratified, confirmed, and approved.
- b. Section 1 is further amended to authorize Advances, from the Town’s general fund in an amount not to exceed \$20,000, to a capital projects fund, and appropriate those advances for the purpose of financing the Project as defined in Section 1 of the Ordinance (“Advances”). Advances already made for this purpose are ratified, confirmed, and approved.
- c. Section 1 a is added as follows: The Town Treasurer is authorized to establish and amend all details of any Advances including, but not limited to, the term, interest rates, and payment schedule.
- d. Expenditures already made under authority of the Ordinance, regardless of the source of funds, remain valid, and are ratified, confirmed and approved.
- e. In all other respects, the ordinance remains in full force and effect.

Section 8. An “Ordinance Authorizing the Issuance of Bonds and Notes in and Amount not to Exceed \$375,000 to Finance Improvements at Hawthorne School in order to Convert the Property to Educational and Office Uses,” adopted by the Town Council on May 18, 2009, is amended as follows:

- a. In Section 1, the amount of general obligation bonds and notes in anticipation thereof authorized in the aggregate principal amount is reduced from an amount not to exceed \$375,000 to an amount not to exceed \$0.. Expenditures up to \$375,000 already made under the authority of the Ordinance, in anticipation of funding in the form of bonds or notes remain valid, are ratified, confirmed, and approved.
- b. Section 1 is further amended to authorize advances, from the Town’s general fund in an amount not to exceed \$375,000, to a capital projects fund, and appropriate those advances for the purpose of financing the Project as defined in Section 1 of the Ordinance (Advances”). Advances already made for this purpose are ratified, confirmed, and approved.
- c. Section 1 a is added as follows: The Town Treasurer is authorized to establish and amend all details of any Advances including, but not limited to, the term, interest rates, and payment schedule.
- d. Expenditures already made under authority of the Ordinance regardless of the source of funds are ratified, confirmed, and approved.
- e. In all other respects, the ordinance remains in full force and effect.

Section 9. An “Ordinance Authorizing the Issuance of Bonds and Notes in and Amount not to Exceed \$750,000 to Finance Improvements at 35 Union Street,” adopted by the Town Council on December 7, 2009, is amended as follows:

- a. In Section 1, the amount of general obligation bonds and notes in anticipation thereof authorized in the aggregate principal amount is reduced from an amount not to exceed \$750,000 to an amount not to exceed \$700,000. Expenditures up to \$750,000 already made under the authority of the Ordinance, in anticipation of funding in the form of bonds or notes remain valid, are ratified, confirmed, and approved.
- b. Expenditures already made under authority of the Ordinance regardless of the source of funds are ratified, confirmed, and approved.
- c. In all other respects, the ordinance remains in full force and effect.
- d. Other appropriations made for the improvements or any part thereof, and all expenditures against those appropriations, remain valid. Additionally those appropriations and expenditures are ratified, confirmed, and approved.

Section 10. “An Ordinance Authorizing the Acquisition of Three New Fire Command Vehicles at a Cost Not to Exceed \$105,000 (Plus the Cost of Issuance), as well as the Issuance of Bonds, Notes or Capital Leases in order to Finance the Acquisition,” adopted by the Town Council on July 26, 2010, is amended as follows:

- a. In Section 1, the amount of general obligation bonds and notes in anticipation thereof authorized in the aggregate principal amount is reduced from an amount not to exceed \$105,000 to an amount not to exceed \$80,000. Expenditures up to \$105,000 already made under the authority of the Ordinance, in anticipation of funding in the form of bonds or notes remain valid, are ratified, confirmed, and approved.
- b. Expenditures already made under authority of the Ordinance regardless of the source of funds are ratified, confirmed, and approved.
- c. In all other respects, the ordinance remains in full force and effect.

Proposed to Town Council: June 6, 2011

Public Hearing:

ITEM 70

BACK UP MATERIALS



Town Clerk's Department
207-725-6658

Fran Smith, Town Clerk

MEMO

To: Town Council
From: Fran Smith, Town Clerk
Date: June 10, 2011
Re: **SELLERS OF PREPARED FOOD ON PUBLIC WAYS** application

The Town Clerk's Office has received a request for a **SELLERS OF PREPARED FOOD ON PUBLIC WAYS** license for:

Flipside

Please consider this request at your June 20,2011 Council Meeting.

TOWN OF BRUNSWICK

28 Federal Street Brunswick, Maine 04011 TEL: (207) 725-6658 FAX: (207) 725-6663

APPLICATION FOR LICENSE OR PERMIT

Please complete:

Type of Business: Sole Proprietor-Owner's Name: _____

Partnership-Partner's Names: PAUL COMASKEY, DAPNE COMASKEY
ELOISE HUMPHREY

Corporation-Corporation Name: _____

Incorporation Date: _____ Incorporation State: _____

New License: Opening Date _____ Renewal License: Expiration Date: _____

Business Name: FLIPSIDE E-Mail: _____

Business Address: 111 MAIN STREET Business Phone Number: 373-9448

Name of Contact Person: PAUL COMASKEY Contact's Phone Number: 373 9448

Mailing Address for Correspondence: 111 MAIN STREET BRUNSWICK

Signature of Applicant: [Signature] Date: _____

There will be a late fee for any expired licenses (\$25) w/ fees higher than (\$50) and (\$10) for licenses w/ fees (\$50) or less. The fine will double after the license has been expired for more than 30 days. New licenses are prorated by the half-year.

Select Type of License you are applying for on back of this page

Corporations Please Complete:

Address of Incorporation: _____ Phone #: _____

Name of Corp.	Officer, Owner, or Partners:	Title	Address	Phone #:	% of Stock or ownership

Town Clerk Use Only

Approvals: Finance Codes Health Officer Council Police

[Signature] 6/10/11 _____
Codes Officer Signature Health Officer Signature

Temp Food Service: Maine Dept of Human Services Valid License Maine Dept of Agriculture License

Seller of Prepared Food on Public Way: Insurance Binder Picture of Cart (also will need FSE License)

Waiting on: _____ Mailed or Issued Date: _____ PH Date: 6-20-11

Type of License: Seller of Prepared food on public way Paid Fee: \$ 25.00 Cash Check Date: 6-9-11

Advertising Fee: \$ _____ Paid

council 6/20

License Fees & Schedule: Please check the type of license you are applying for.

Bazaar or Flea Market-Exp. June 30th

_____ 1-3 Days (\$50) Date and Location of Event: _____

_____ Annually (\$225)

Bowling Alleys, Pool Halls and Billiards-Exp. June 30th

_____ Number of Lanes (\$20 each) _____ Number of Tables (\$20 each)

Carnival or Circus

_____ Number of Days (\$150/day) Date and Location of Event: _____

Commercial Vehicle-Exp. December 31st _____ Number of Vehicles (\$75/vehicle) (New licenses issued between 7/1 and 12/31 is \$38 per vehicle) (New Vehicles – one time \$25 inspection fee)

Food Service Establishment (Victualer)-Exp. May 31st

FSE with Malt, Vinous & Spirituous Liquor,(\$250)

FSE with Malt and Vinous (\$200)

FSE with Malt or Vinous (\$175)

FSE with Sit Down, no Alcohol (\$100)

FSE Mobile Carts, Take Out, Coffee, Popcorn, Catering, B&B's, Bakeries, or Prepared Seafood Vender, ETC (\$75)

FSE: Description of Food to be sold: _____

Going Out of Business (\$50)

60 Day License (Must also Complete an Application for Going out of Business Sale, and include a list of inventory)

Innkeeper-Exp. May 31st 1-15 Rooms (\$100) 16+ Rooms (\$175)

Junkyard Automobile Graveyard (\$50 each, both Exp. Oct. 1st) Auto Recycling (\$250-5 Yrs)
Plus \$25 application fee for each type _____

Pawnbroker (\$75) Exp. June 30th

Peddler:

_____ #Weeks/\$25/week _____ #Months (up to-3 mnths-\$50/ up to-6 mnths \$75) _____ 1 Year (up to 12 mnths \$100)

Pinball Mach. - Other Amuse Devices (\$35/each) Exp. June 30th _____ Number of Machines/Devices

Second Hand Dealer (\$75)-Exp. June 30th

Sellers of Prepared Food on Public Way (\$1500 Mall vendor/\$3,000 Farmers Market/\$25 other)

Location: 111 MAIN STREET BRUNSWICK Exp. 1st PH in March

As part of the application you must submit a letter of intent from insurance carrier, picture of food service device (not needed for renewals) and a victualer's license. I certify that, to the best of my knowledge, I have complied with all laws and ordinances of the State of Maine and the Town of Brunswick. _____

[Signature] (Signature of owner, officer, partner or agent)

(New applicants must talk to Recreation Dept/There is no proration on new licenses)

Special Amusements (\$100)-Exp. w/Alcohol License

Describe in detail kind and nature of entertainment- _____

Describe in detail room or rooms to be used under this permit- _____

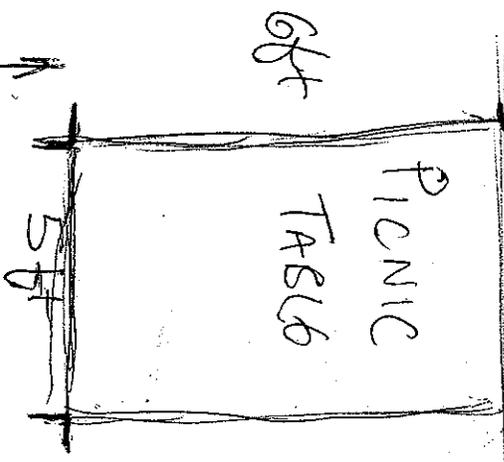
Signature of Owner, officer, partner or agent: _____

Tattooing Establishment (\$75)-Exp. June 30th

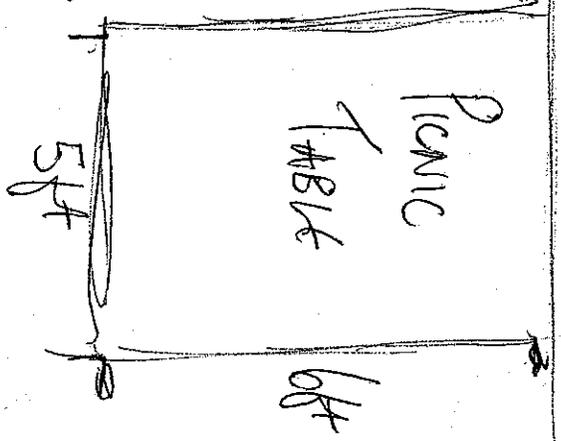
Theater (\$150 per screen)-Exp. June 30th _____ Number of Screens

111 Maume

Entry way

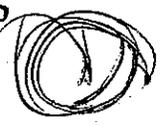


12ft from curbside to table



12ft curbside to table

MAINE Street



ITEM 71

BACK UP MATERIALS



**AGREEMENT
BETWEEN TOWN OF BRUNSWICK, MAINE
AND PERRY AND BANKS**

RE: Website Development

PURPOSE: Agreement, Terms & Conditions between TOWN OF BRUNSWICK and Perry & Banks.

RECITALS: Attachment A: Scope of work and deliverables - original and revised

TERMS: The parties agree to the following terms:

I. DURATION

This Agreement shall be effective upon signing by both Town of Brunswick and Perry & Banks and shall continue through the completion of this project and any other projects Town of Brunswick wishes to engage with Perry & Banks.

II. SCOPE OF WORK

Perry & Banks shall perform its responsibilities as set forth in this Agreement, in Attachment A – defined as “A Proposal for the Re-design and Re-development of www.brunswickme.org” for the Town of Brunswick and “www.brunswickme.org Redesign and Redevelopment Revised Budget”; and Perry & Banks and the Town of Brunswick may choose to adjust the scope of the program based on additional goals and needs.

III. METHOD OF PAYMENT

Costs will be paid for the project under this Agreement on a reimbursable basis. Invoices will be paid in response to a receipt of a written invoice in accordance with the project budget, for costs incurred by the project during the period. These payments will be contingent upon a downpayment and following progress payment basis, and shall be invoiced once per month, or when a specific deliverable or milestone is complete.

Payment will be made via check, net 10 days from date of invoice issue.

Inception fee will be \$8,000 or approx. 25%

Expected work-in-progress invoices are \$8,000 7/18/11, \$8,000 8/22/11, final invoice (\$5,000 +/-) due upon completion – expect 9/19/11

IV. PRODUCTS AND SCHEDULE

A detailed description of the project work products and schedule is provided in Attachment A.



V. ASSURANCES

Perry & Banks shall perform its responsibilities under this Agreement as specified under Attachment A

VI. AGREEMENT REPRESENTATIVES

The following individuals shall have authority to act under this agreement for their respective parties:

TOWN OF BRUNSWICK	Denise Clavette Town of Brunswick 28 Federal Street Brunswick, ME 04011	Fran Smith Town of Brunswick 28 Federal Street Brunswick, ME 04011
-------------------	--	---

Perry & Banks: Laurie Banks
Perry & Banks
10 Danforth Street
Portland, ME 04101
Tel: 207-761-5957
lbanks@perrybanks.com

These representatives shall have authority to render any decision or take any action under this Agreement. Service of any notice required by the Agreement shall be complete upon mailing of such notice, postage prepaid, to the appropriate representative at the address indicated above.

VII. ON-SITE INSPECTIONS

Town of Brunswick shall have the right to conduct on-site visits throughout the project period upon reasonable notice to Perry & Banks.

VIII. CONTRACTOR STATUS

Perry & Banks shall be responsible for providing all supplies and materials necessary for performance of all work under this Agreement. Perry & Banks is not an agent of TOWN OF BRUNSWICK, and cannot commit the TOWN OF BRUNSWICK to any expenditure of funds, nor enter into any contractual obligation on behalf of the TOWN OF BRUNSWICK.

IX. AMENDMENTS

This Agreement may only be amended in writing by mutual consent of both parties.

X. WARRANTY

Perry & Banks agrees to perform all work under this Agreement continuously and diligently, and to use reasonable efforts to meet all milestones and provide all deliverables referenced above. Perry & Banks shall be responsible for the supervision, inspection, technical accuracy, and coordination of all data and work pursuant to this Agreement, and shall produce a product meeting professional standards of quality and methodology. Perry & Banks shall not be



responsible for any delay in performance caused by events beyond its control including labor strikes, fires, or natural disasters.

XI. OWNERSHIP AND RETENTION OF RECORDS - AUDIT

All electronic and non-electronic data, data layers, products of the project, including copies, shall remain the property of TOWN OF BRUNSWICK and must be returned to TOWN OF BRUNSWICK upon request. Reports and publications using these data and products shall not be written by Perry & Banks without approval from TOWN OF BRUNSWICK.

Perry & Banks shall retain and maintain all records and documents relating to this contract for two years after final payment by TOWN OF BRUNSWICK hereunder or any applicable statute of limitations, whichever is longer. Perry & Banks shall make such records and documents available for inspection and audit by authorized representatives of the Department, including the Procurement Officer or designees, at all reasonable times.

XII. LIABILITY FOR THIRD PARTY CLAIMS

- A. Perry & Banks is and will be acting as an independent contractor in the performance of its work and other obligations under this Agreement. TOWN OF BRUNSWICK has no obligation for the payment of any judgments or the settlement of any claims made against Perry & Banks, its employees, agents, or sub-contractors, if any, as a result of or relating to Perry & Banks' work and other obligations under this Agreement.
- B. TOWN OF BRUNSWICK has no obligation to provide legal counsel or legal defense to Perry & Banks, its employees, agents, or sub-contractors, if any, in the event that a suit, claim, or action of any character is brought by any persons not party the Agreement as a result of or relating to Perry & Banks' work and other obligations under this Agreement.
- C. Perry & Banks shall immediately give notice to TOWN OF BRUNSWICK of any claim or suit made or filed against Perry & Banks, its employees, agents, or sub-contractors, if any, regarding any matter resulting from or relating to Perry & Banks 's work and other obligations under this Agreement.
- D. Perry & Banks shall cooperate, assist, and consult with TOWN OF BRUNSWICK in the defense or investigation of any claim, suit, or action made or filed against TOWN OF BRUNSWICK as a result of or relating to Perry & Banks' work or other obligations under this Agreement.

XIII. TERMINATION

This Agreement may be terminated at any time by mutual agreement or by either party giving thirty (30) days notice in writing to the other party. Termination of this Agreement by Perry & Banks prior to the completion of the project shall result in the immediate remittance of funds by TOWN OF BRUNSWICK for the completed portion of the project.

XIV. EFFECTIVE DATE

It is understood and agreed by the parties that this Agreement and any modification thereof shall not become effective or enforceable until the date it is executed by TOWN OF BRUNSWICK.



XV. LAW APPLICABLE

This Agreement shall be governed by the laws of the State of Maine.

XVI. COMPLIANCE WITH LAWS

Perry & Banks shall observe and comply with all federal, State, and local laws and ordinances that affect the work to be performed under this Agreement, the persons employed or engaged in connection therewith, or any material or equipment used.

XVII. SEVERABILITY

It is understood and agreed by the parties hereto that, if any of these provisions shall contravene, or be invalid under, the laws of the particular state, county, or jurisdiction where used, such contravention or invalidity shall not invalidate the Agreement, but the Agreement shall be construed as if not containing the particular provision or provisions held to be invalid in the particular state, county, or jurisdiction, and the rights and obligations of the parties shall be construed and enforced accordingly.

VIII. ENFORCEMENT

The failure of TOWN OF BRUNSWICK to enforce at any time the provisions of this Agreement, or to exercise any option which is herein provided, or to require at any time performance by Perry & Banks of any of the provisions hereof, shall in no way be construed to be a waiver of such provisions, nor in any way to affect the validity of this Agreement or any part thereof, or the right of TOWN OF BRUNSWICK to enforce each and every such provision.

XIX. MERGER

The Agreement embodies the whole agreement of the parties. There are no promises, terms, conditions, or obligations referring to the subject matter, other than those contained herein or incorporated herein by reference.

IN WITNESS WHEREOF, the parties have executed this Agreement by causing the same to be signed as of the day and year first set forth above.

TOWN OF BRUNSWICK, ME

By _____
Authorized Official

Title:

Date:

Perry & Banks

By _____
Laurie Banks, Perry and Banks

Title: President

Date:

A Proposal for the Redesign and Development
of www.brunswickme.org

February 23, 2011



10 Danforth Street | Portland, Maine 04101
Principal Contact: Laurie Banks, President
207.761.5957 | Fax: 207.761.4459
email: lbanks@perrybanks.com



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Denise Clavette, Special Projects Assistant
Town of Brunswick
28 Federal Street
Brunswick, ME 04011

Re: Website Development Request for Proposal

Dear Ms. Clavette,

Perry & Banks is pleased to submit our response to your Request for Proposal to develop a redesigned and expanded website for the Town of Brunswick.

We feel that the Town of Brunswick Website Development Committee faces a number of challenges, both tactical and strategic, in directing the task of refreshing your town website. Given the diverse range of users and stakeholders, the site has a multitude of functions to perform and “masters to serve.” In addition, the Town of Brunswick can be seen as a gateway to Downeast Maine for many opportunities, including tourism and economic development, and as such your site needs to be both functional and appealing in setting the tone for the region.

Perry & Banks is uniquely qualified for this project, both because of the core strength of our business and our historical success. For 22 years, we have helped solve some of organizations’ and businesses’ most challenging communications issues – developing many of Maine’s iconic brands, as well as developing numerous websites and on-line strategies to deliver on those communications solutions.

In addition, Perry & Banks has recently completed several municipal and economic development websites, working with municipalities, citizens, town councils and other governmental entities to craft an online presence that meets everyone’s goals.

Given both the functional and technical needs of your site development project, the experience of the PB web development team in both front- and back-end online development – from campaign microsites to complex, ongoing website projects – will help ensure an efficient and successful process. We approach the web as integral to the overall marketing mix, working in concert with a broader set of communication, marketing and branding objectives.

Perry & Banks is ready to hit the ground running, with a proven content, design and production process that is flexible enough to incorporate both changing priorities and additional public input if necessary.

We believe our experience and talents can help the Town of Brunswick develop a strategic, comprehensive, innovative website that fully meets your municipal and marketing objectives. We look forward to hearing from you, and meeting with you to further discuss this opportunity!

Sincerely,

Laurie Banks, President and CEO
Perry & Banks Marketing
w. 207-761-5957 x 303
m. 207-838-8895
lbanks@perrybanks.com



Website Development Scope of Work

Perry & Banks is enthusiastic about working with the Town of Brunswick to meet its current and future needs for development of a highly effective, flexible, easy to use and maintain, interactive and architecturally sound website. Since 1996, PB has approached every web development project we've undertaken, large or small, with a process that encompasses all aspects of Strategy, Content, Design and Production. *For a detailed explanation of our proven web development process, see Appendix A. For a selection of sample web development experience, see Appendix B.*

A. Meeting Your Objectives

For the redesigned Town of Brunswick website, we have begun by considering the stated objectives and criteria listed in your RFP, and have suggested how we can meet them:

- **Provide easy electronic access to Town services and public information.** With pages for all Town programs, services, and functions, the site will enhance awareness of Brunswick's public services and facilitate a clearly accessible process for public inquiry.
- **Serve as a public communications tool for all target audiences.** Reaching a broad audience including Brunswick citizens, businesses, prospective businesses, visitors, prospective residents, civic groups, associations, youth and senior citizen groups, developers, government agencies, and any other person or agency seeking to conduct business with, or obtain information about, the Town of Brunswick, the site will provide a 24/7 means of communicating with Town officials and staff.
- **Improve the Town's existing website.** Adhering to best practices in design, development and navigation, the site will become an enhanced marketing asset that provides an informative, citizen/business-friendly environment emphasizing access to Town services, departments and business opportunities.
- **Provide a 24-hour Town Hall.** The website will support a variety of user-friendly e-government transactions including permits, forms and applications, as well as secure online payments and other municipal business.
- **Promote the Town with a friendly, professional, visually appealing design.** Using a well-designed mix of text, photos and graphics, the site will have a compelling and consistent look and feel, with pages and sections clearly differentiated yet thematically and graphically linked.
- **Provide content management capability for Town staff.** An easy-to-use CMS will be integral to the site development, enabling quick and intuitive updating on a standard web browser without the need for special technical skills.



- **Incorporate Search Engine Optimization.** The site will be optimized for high rankings in “organic” keyword searches so it will be easily found in all major search engines.
- **Meet all State and Federal ADA requirements.** The PB team includes ADA compliance programming specialists to ensure the site will meet all accessibility requirements as specified in Statute 508 of the Rehabilitation Act.
- **Be adaptable to evolving technology.** The website will integrate the latest Web 2.0, Digital Marketing and Social Media technologies. It will be easily upgradeable and portable, and flexible enough to serve as the Town’s internet presence for a minimum of 3-5 years.

B. Content Development

Discovery

Our first step will be to engage in a Discovery process in order to gather all required information. This will include a careful study of the existing website and its content; a kick-off meeting to discuss goals, roles and expectations, as well as a list of other municipal websites that match the Town of Brunswick’s goals; subsequent meetings focused on both content and technical requirements; and interviews with key personnel to determine specific content information. If available, we will request electronic text (Microsoft Word) for any new content that is required. If existing site content is available as electronic text, we would also want that; if not, it can be downloaded or copied from the current site.

Information Architecture

Our next step is strategic re-organization of content into a user-focused Information Architecture that outlines all content pages, sections, links, interactivity and site functionality. We want to make sure that all content is organized to be streamlined, user-friendly and free of redundancy; this will require a careful reading of every page of the site in order to create the Information Architecture. Perry & Banks produces a graphical IA that enables all team members to easily understand the site’s structural and navigational features.

Content Editing and Writing

Using the Information Architecture as our outline, existing content will be edited and new content – including “virtual town hall” functionality – will be developed accordingly. While PB will endeavor to utilize all required information, content will be rewritten in a friendly, easily digestible website style to ensure usability and relevance.

As stated in the RFP, cross-referenced information will be hyperlinked from page to page within the website, and links to download browser plug-ins or other technologies required to view information on the site will be indicated.

Drafts of all content will be provided to Town of Brunswick personnel for review and feedback; for efficient development of the site, it is important that all content is thoroughly reviewed and approved prior to implementation in the Production phase.



C. Design Development

Design Theme

The Design process will follow the development of the Information Architecture. Using draft home page copy, PB designers will create the main visual theme and a graphic look and feel that captures the charm and essence of Brunswick, establishing a “brand” that is recognizable, compelling and forward-thinking. The initial home page design will encompass the site interface, navigation design and color palette, as well as specific features established in the Architecture. As additional content is developed, page and section templates will be designed accordingly. While the overall design theme and elements will be consistent and unified throughout the site, it will be flexible enough that individual Town functions and departments will have their own unique identity compatible with the theme. This will include integration of the Brunswick Police Department site, and possibly others that currently have their own domain name or individual web presence.

Navigation Design

Navigation will be clean, simple and intuitive to ensure that users know exactly where they are in the site structure at all times. “Breadcrumbs” and section sub-navigation may be used to enable easy navigation within a section, while hierarchical drop-down menus will provide access to every section and page within the site. A Home page link will always be visible on the main menu bar, as well as in the top left header position (as is standard practice on all professionally-designed websites).

Visual Elements

Site design will also determine animated and/or static images, type elements, and other visual aspects. Images and graphics will be optimized for the fastest possible loading, and the website will be designed for fast downloading and uploading of files.

Third Party Services

New design templates will also be created to accommodate both existing and future third-party services that provide content and data to users. These will have a look and feel consistent with the overall Design Theme.

Design & Development Tools

In the design and development process, we will use the following best-in-class design tools and best practices engineering methodologies:

- **Design and Graphic Tools:** Adobe Creative Suite CS5 (Photoshop, Illustrator, Fireworks, Flash, Acrobat Professional, Bridge, InDesign, Dreamweaver), Microsoft Office Suite, BaseCamp.
- **Development Tools:** Coda 1.6, BBEdit 9.6, CSSEdit 2.6, Espresso, MAMP, Interarchy 9, WordPress CMS, mySQL, myPHP Admin.



- **Development Methodologies:** XHTML 1.0 Transitional, CSS 3, jQuery, MooTools, Scriptaculous, Javascript, AJAX, LAMP (Linux, Apache, mySQL, PHP), Google Analytics, WordPress Plugins, Secure Socket Layer (SSL) – GeoTrust QuickSSL Premium 256-bit SSL Encryption, Authorize.net, All in One SEO Pack, WP e-Commerce.
- **Licenses Required by the Town of Brunswick:** No licenses will be required. WordPress is an Open Source and free application. It is built on PHP/MySQL and licensed under GPL. The Town of Brunswick will own all source code and all source design and project digital assets.
- **Software Recommended to be purchased by the Town of Brunswick:** Content updates will be accomplished via the browser-based WordPress CMS. No purchased software will be required to update and maintain the website. For image editing and creation, Perry & Banks recommends the best-in-class Adobe Creative Suite CS5, specifically Photoshop and Fireworks for image editing and optimization.
- **For eCommerce and accepting online payments,** a payment gateway will be required. We recommend Authorize.Net. The Town of Brunswick will also be required to purchase a Secure Socket Layer (SSL) for secure online transactions. *(Costs detailed in the Budget on page 18.)*
- **Hardware and Installation Requirements:** There will be no hardware or installation requirements to host and maintain the website. We recommend you continue hosting the site at Maine Hosting Solutions.

D. Search Engine Optimization

Perry & Banks is highly experienced with the principles and best practices of Search Engine Optimization (SEO). Utilizing web-based keyword research tools to determine search terms for your site, we will integrate the most relevant key words and phrases into site content, title tags and image tags, and “meta” information embedded into the code of each page. This process, standard practice on all PB-produced websites, ensures that your site will consistently rank highly in organic search result.

E. Content Management System

Understanding your requirements for authorized, non-technical Town staff to have the ability to perform content management of the website, Perry & Banks recommends deploying WordPress for the Content Management System. Further, our experience with WordPress has shown us how it enables the fusion of design and content with CMS functionality, providing a highly cost-efficient development process that meets client objectives with elegance and flexibility.



WordPress (www.wordpress.org) is a state-of-the-art, open-source, standards-compliant, scalable publishing platform that has evolved into the most widely used content management system in the world. Its features and benefits include:

- **Open Source Software** – Built on PHP/MySQL and licensed under GPL (free for all public use).
- **User Friendly** – Easy browser-based updates, page creation, publishing and administration of websites without knowledge of html or other programming.
- **Extended Functionality** – Plug-ins, templates and modules can accommodate tables, forms, news management, blogging tools, photo galleries, job listings and more.
- **Multiple levels of administrative management** – all user levels have secure, password-protected access.
- **Search Engine Friendly** – Built-in SEO tools make optimization easy and effective.
- **Development Community and Support** – WordPress is open-source CMS software, continually improved by a community of hundreds of committed developers, who have made available thousands of plug-ins and solutions to make the platform infinitely extensible. The core WordPress philosophy is to keep the code as light and fast as possible, and to expand and evolve the CMS to enrich the experience of the large and always-growing user base.

F. Functionality

The RFP has specified several important functionalities to be incorporated into a new Town of Brunswick website:

- **e-Government, 24-hour Town Hall** – The site will be programmed to facilitate numerous online functions that have previously been transacted in person – including secure credit card payments, verifications, fulfillment, and acceptance – for park and facility reservations, recreation class registrations, business license applications, building permit applications, and other forms. Perry & Banks will work with the Town to determine which back-office services are best for processing forms or payments for each e-Government function to be implemented.
- **Interactivity** – In addition to the above e-government functions, the site will provide the ability for users to interact through e-mail inquiry and response, surveys, feedback, and access to various Town calendars.
- **Form Printing** – To enable printing of static forms, the site will have links to external applications or plug-ins (such as Adobe Reader) for opening and viewing these documents.
- **Search** – all site content will be indexed for search within the site.



- **Archive** – An archive of existing and past records such as agendas, minutes and press articles will be available for viewing and downloading by users.
- **In-depth Reporting** – WordPress, our recommended development platform and CMS, allows for easy integration with Google Analytics, the web's most widely used reporting application. Google Analytics provides site-wide in-depth reporting including traffic patterns, unique visits, origin of visit, length of visit, abandon times, pass through and referring page of origin, browser types and much more. In addition, we will enable the reporting and statistics solution provided by Maine Hosting Solutions, called AWStats, a free, powerful and feature-rich tool that graphically generates advanced website visitor and page data (<http://mainehost.com/blog/?p=523>).

G. Web Production and Technical Specifications

With an overriding technical goal of delivering fast-loading pages consistent across multiple browsers and platforms, the Perry & Banks approach to web production is to develop clean, high-impact, user-centric online experiences with intuitive navigation.

The site will be designed and developed with W3C standards-compliant, tableless code with XHTML 1.0 Transitional, CSS 3 adherence. It will be built to function effectively on contemporary and common web browsers across all platforms: Windows Internet Explorer 7, 8 and 9, Windows Firefox, Windows Safari, Opera and all Mozilla-based browsers, Macintosh Firefox, Macintosh Safari, Macintosh Opera and Mozilla-based browsers. We will also test for compatibility on Linux-based browsers and mobile devices.

Our development technology will be the open-source LAMP (Linux, Apache, MySQL, PHP) architecture that is behind the dynamic, database-driven WordPress CMS platform. WordPress is a state-of-the-art, standards-compliant, scalable publishing platform that has evolved into the most widely-used content management system in the world. For the website's secure online financial transactions, GeoTrust QuickSSL Premium 256-bit SSL Encryption will be used.

To provide ease of viewing, printing, and downloading, as well as compliance with ADA accessibility standards, all documents will be in html, xhtml, Adobe Acrobat pdf, or if required, another format approved by the Town.

H. ADA Compliance

Our team has extensive knowledge of Section 508 accessibility standards and has fully deployed them on many sites. In compliance with all Federal and State ADA regulations, the site will provide service to individuals with visual, hearing, motor, or cognitive disability, including access (in HTML format) to all page content, releases, newsletters, and other text-based content.



I. CMS Training

Using printed materials, remote (browser-based) and in-person training, Perry & Banks will provide comprehensive training for at least 10 staff members in using WordPress for updating and adding new content to the Town of Brunswick website. See Timeline/Schedule in the Detailed Work Plan section of this proposal for more details.

J. Website Hosting and Maintenance

We recommend you continue to host your website with Maine Hosting Solutions for WordPress CMS hosting, MySQL database integration and SSL security. We have had positive experience working with Maine Hosting Solutions for several clients and projects.

K. Services Required After Selection

After being selected to develop the Town of Brunswick's redesigned website, the Perry & Banks team will schedule a kick-off meeting with Town Officials to establish goals, define roles of each team member, and develop a timeline and project plan including milestone dates and deliverables which is agreeable to both parties.

PB will attend one or more public meetings, first during the approval process and then to present the Information Architecture, website designs and concepts during the development process. We will also meet regularly with the Town's project manager and/or staff to discuss the project and review progress against a pre-determined schedule or otherwise as needed.

We will also meet with representatives from each Town department, as well as the Town's IT Administrator, to determine the information and functionality required for the website, and discuss the layout and design for each department's section.

Although not mentioned in the RFP, Perry & Banks believes that social media outreach should be a part of the Town's online presence, and that links to the Brunswick Department of Public Works and Brunswick Police Department Facebook pages – as well as other departments that may create Facebook identities in the future – should be included on the new website. PB has a full understanding of how to maximize the benefits of social media, and would be happy to assist the Town with this dimension of online communication.

As specified in the RFP, a testing period not to exceed 15 business days will be provided for the Town to evaluate the website on Town property to ensure satisfaction with all functions and conformance with the RFP. At the completion of the testing period, PB will receive a letter of acceptance or failure; items requiring correction must be completed within 15 calendar days. Once corrections are completed, a subsequent acceptance testing period will commence, at which time the Town will again have up to 15 business days for evaluation, and will again issue a letter of acceptance or failure. If further corrections are required, PB will again have 15 calendar days from receipt of the letter to complete them.



Qualifications – Why Perry & Banks?

Pursuant to this proposal, Perry & Banks will be the responsible lead vendor for the Town of Brunswick web development project, and will provide all services outlined herein.

Since 1989, Perry & Banks has operated as a full-service marketing, public relations, brand and web development company, employing a talented team of professionals highly qualified in all communications disciplines. (See next section: “PB Team – Staffing and Qualifications”). Utilizing a thorough and proven process, PB has been developing high-impact, strategic, award-winning websites since 1996, proving ourselves to be highly capable of making a website interactive, user-friendly, informative, and attractive to audiences. *(For more on the PB Web Development Process and selected samples, see Appendices A and B.)*

Our recent experience includes site development for several regional governmental organizations: a comprehensive portal for Connecticut’s South Central Regional Council of Governments; the City of Gardiner’s “Gardiner Main Street” and “Libby Hill Business Park” sites; and the soon-to-be-launched “Maine’s Opportunity Coast” regional site, which encompasses Sagadahoc and Lincoln Counties as well as Brunswick and Harpswell.

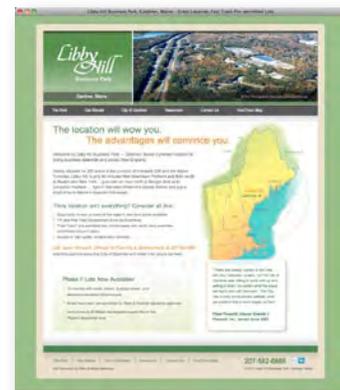
We also have extensive experience with e-commerce websites, integrating secure online payments with content for a variety of consumer, direct response and financial services clients. And our successful development experience includes customization of numerous dynamic, database-driven content management systems and web development platforms, including WordPress, Joomla, Drupal, Expression Engine, Magento and custom, proprietary .NET-driven and .PHP based systems.

Sample URLs and References

Libby Hill Business Park – Created and maintained with WordPress 3.04. <http://libbyhillbusinesspark.com>

Contact: Jason Simcock, Director of Planning & Development

City of Gardiner
6 Church Street
Gardiner, ME 04345
Phone (207) 582-6888



Maine’s Opportunity Coast – Created with WordPress 3.04 (site is not live yet)

<http://us3.mainehost.net/~maineopp/>

Contact: John James, Midcoast Council of Governments



7 Park Street Bath, ME. 04530
(207) 921-1776

Cybercrime2010.com – Promoting a Symposium in November 2010, this site included a registration page for attendees to securely pay their registration fee online; the registration page has since been removed and the site now provides highlights of the event.
<http://www.cybercrime2010.com>



Contact: Sari Greene, Sage Data Security
324 Cummings Road
South Portland, ME 04106
(207) 879-7243



Vitexxa – Direct Response e-commerce site created and maintained with Magento for online payment and tracking. <http://www.vitexxa.com>



Contact: Scott Badger, KPI Direct
44 Exchange Street, Suite 200
Portland, Maine 04101
(866) 587-2176

See expanded list of References on page 16; see selected samples in Appendix B.

Perry & Banks prides itself on being a technology-forward company, and has made it a practice to continually learn and implement the latest online technologies for all forms of digital design and project management. We proudly employ best design and development practices, whether working with existing brand conventions, templates and style sheets...or creating a unique and fresh branded look. Our team also has extensive knowledge of Section 508 accessibility standards and has fully deployed them on many sites.

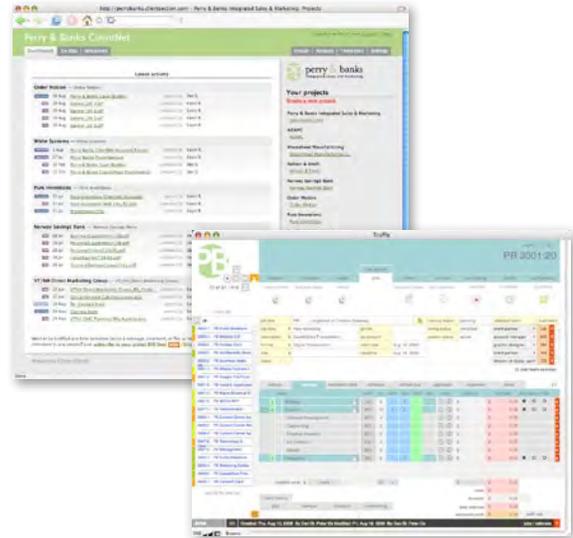
Our approach to interface design is to develop clean, high-impact, user-centric online experiences with intuitive navigation. These aesthetically pleasing and contemporary presentations are approached strategically to meet brand and marketing objectives. From a technical standpoint, we have an expert understanding of HTML, XHTML and CSS2/3, as well as the full range of advanced technologies used in today's dynamic sites. We are also fully conversant in server-side, database-driven and other Web 2.0 technologies – including .NET, ASP, PHP, CFM, JSP, CGI, MySQL – and experienced in determining how and when to code, optimize, secure and otherwise implement them.



To facilitate seamless client and project communications, we employ a versatile client extranet and leading-edge project management tool:

PB ClientNet – provides secure, collaborative web-based access to work in progress, enabling clients to log in 24/7 from any remote location, post comments, provide approvals, engage in collaborative “writeboard” brainstorming, and view a project milestone calendar and tracking.

Traffic Project Management – ground-breaking project management software keeps every project on schedule, on budget, on target...and every team member aware of his or her role through each stage and task.



PB Team



Laurie Banks, *President/CEO*

Ms. Banks founded Perry & Banks in 1989 with the late Lee Perry. Under her guidance Perry & Banks has become a leader in developing innovative marketing and sales programs; in 2005 she renamed the company Perry & Banks Integrated Sales and Marketing, adding new media and contact center services to provide both customer service and sales functions to companies looking not just for communications, but for campaign metrics and one-to-one marketing opportunities.

Laurie’s resume includes over 25 years of experience in agency and account management, brand positioning and strategic and integrated marketing for national clients including PowerPay, Schneider National, Wright Express, Clareon, Bass Shoe, LL Bean, Pionite Decorative Laminates, Jøtul, Saco Defense, Gates Formed Fibre, Cellular One/AT&T and Bank of Boston/Maine.

Her regional client experience includes Norway Savings Bank, International Paper/Maine, Connecticut’s South Central Regional COG, the City of Gardiner, Tex-Tech Industries, Moss, Maine’s Opportunity Coast, The Cedars Campus, Sage Data Security and many others.

Laurie is intimately involved in the direction and execution of research analysis, market positioning, web and media strategy; maintains communication channels, establishes timelines and budgets; and oversees project development and implementation.



Laurie has BA degrees in both statistical sociology and journalism from the University of Maine. Her drive to understand human motives and buying behavior underscores all of the company's marketing, sales and economic development campaigns. Beyond her duties at Perry & Banks, Laurie is a member of the Board of the Portland Chamber of Commerce. She is also on the economic development committee for the City of Portland.



Michael Townsend, *VP Director of Creative Services*

With over three decades of creative, copywriting, broadcast production and management experience, Mr. Townsend is a key member of the Perry & Banks team and manages all of PB's award winning creative product.

In his early career as a New York copywriter, Michael honed his skills writing for national consumer brands including Panasonic, Seiko, Estee Lauder and Maxell. In 1985, he moved to Maine to work on the Maine Tourism account, for which he coined the slogan, "Maine, the way life should be."

Since joining Perry & Banks in 1996, Michael has been closely involved in strategy, copywriting, creative direction and project management for all of the agency's accounts, from consumer products to financial services to economic development to technology to manufacturing, transportation and logistics.

Focused on message, marketing insight and technical understanding, Michael has 15 years of experience in strategic web communications, and a keen ability to integrate persuasive ideas into every project and task. He holds a B.A. in Communication from Rutgers University.



Sandy Pogue, *Senior Art Director*

With over 20 years of extensive experience in graphic and web design, Ms. Pogue has contributed a unique design sense and incisive strategic understanding in a wide range of art direction, corporate design, and project management roles. Focused on superb quality and customer satisfaction, Sandy's skills include photography, illustration, and mastery of the latest print and web graphic design software.

Sandy ran her own award-winning graphic design company for 10 years, and before that was an art director for publishing companies in North Carolina and California. Recent experience includes print and web design for PowerPay Direct, Duvall Design, Wright Express, and Norway Savings Bank; previous client experience includes Ericsson Mobile Phones & Terminals, Glaxo Wellcome, Brightstone Pharma, Duke University, ABB Power Company, British Airways, and The US Women's Open.



Dan St. Peter, *VP Director of Digital Operations*

Mr. St. Peter has 20 years of experience in new media, web design and development, Flash development, and database and system integration. He manages new media development, digital operations and production for all PB clients, as well as administering the company's networked information systems.

Dan is proficient with several Content Management/Web Publishing Systems, including WordPress, Joomla, Drupal, Magento and Expression Engine. His experience encompasses current trends in Web 2.0, digital communications, Social Media and Search Engine Optimization.

During his 15 year+ tenure with Perry & Banks, Dan has managed website development and deployment for over 100 sites, including major sites for Schneider National, Clareon/Fleet/Bank of America, Norway Savings Bank, Advantage Payroll Services, 5 Points Bank, Old Town Canoe, Hussey Seating, and International Paper.

Prior to joining PB, Dan was a Designer, Network Manager and Multimedia Developer for KGC Corporation in New York, Philadelphia and Boston. He is a graduate of the University of Maine with a degree in Political Science/Law.



Fred Mercer, *Web Developer*

Mr. Mercer's broad experience includes advanced server-side programming solutions from multi-user, secure online applications to eCommerce engines. He is fluent in all aspects of web design, programming, coding, and interactive web applications, and has worked with many content management systems including WordPress, Drupal, Joomla, and Plone – from base implementation to custom development and themeing/skinning of site front ends. His accomplishments include development of web-based solutions from e-commerce to network infrastructure. His experience with Microsoft .NET, ASP and database integration and web hosting technologies includes certification and proficiency with IIS, MS SQL7/2000, Apache, MySQL and both UNIX and Microsoft Windows DNS systems.



Holly Valero, *Web Developer*

With over 20 years of creative experience in broadcast, print and web development, Ms. Valero specializes in SEO and web marketing, web accessibility and Section 508 compliance, multimedia and more. She provides creative, strategic, and accessibility consulting expertise to organizations large and small, including nonprofits, educational institutions, government agencies and commercial companies. Her goal: to create smarter websites that are accessible, beautiful, flexible and easy to maintain.



References

John James

Midcoast Council of Governments

7 Park Street Bath | Maine 04530

(207) 921-1776

john.james@navy.mil

Jason Simcock, Director of Planning & Development

City of Gardiner

6 Church Street | Gardiner, Maine 04345

Phone (207) 582-6888

jsimcock@gardinermaine.com

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324 Cummings Road | South Portland, Maine 04106

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Bob Harmon, President

Norway Savings Bank

P.O. Box 347 | Norway, Maine 04268

Toll-free: 888.725.2207



Detailed Work Plan – Timeline and Schedule

Our suggested work plan follows the phases and deliverables outlined in the **Development Scope of Work** on pages 5 – 10 and on the Timeline and Budget.

Our approach is to work very collaboratively with the Town of Brunswick management and staff to meet the objectives and requirements outlined in the RFP and detailed in this proposal. Management and coordination of the project will be defined at the initial Kick-off and Discovery meeting the week of March 21st.

Work on the website can begin immediately upon contract agreement. Here is our suggested schedule and timeline for each phase of the project.

We estimate all work and site completion, and earliest possible delivery date, within 90 – 100 days.

These phases sometimes overlap or occur simultaneously.

Finalists Notified	by March 11, 2011
Interviews and Presentations	Week of March 14th
Contract Awarded	March 21
Project Kick-off Meeting and Discovery	Week of March 21
Interviews with Town Staff	Weeks of March 21 – 28
Information Architecture & Content Organization	Weeks of March 28 – April 4
Information Architecture Presented to Town	April 6
Information Architecture Town Feedback to PB	April 22
Creative Theme & Message Development	Weeks of April 4 – April 11
Creative Theme & Message Presented to Town	April 20
Copywriting and Editing (SEO Optimized)	April 4 – April 29



Design Development	Weeks of April 18 – April 25
Three Initial Design Concepts Presented to Town (including Creative Message/Theme, Structure, Navigation and Information Architecture)	April 29
Design Concept Feedback from Town to PB	May 13
Revised Design Concepts Presented to Town	May 21
Copywriting and Editing Feedback from Town to PB	May 22
Web Server, CMS, mySQL Database Configuration	Week of May 16
Staging Development Server Configuration	Week of May 16
(Note: Site work in progress will be available on our secure, collaborative web staging server enabling your review via password protection throughout the development process)	
xhtml/css/WordPress CMS Development	Weeks of May 16 – May 30
Town of Brunswick Review of Site Development	May 30
e-Government, 24-hour Virtual Town Hall Development	Weeks of May 16 – June 6
WordPress CMS System Integration with all Site Content	Weeks of May 30 – June 13
Testing Period: Usability Testing/Evaluation/Quality Assurance	June 13 – June 30
Upon Acceptance, Site is Ready to Be Published Live by the the end of June, first week of July 2011	
WordPress CMS Training For Town Staff	Weeks of June 20 – June 27



Continued Annual Support

Your RFP has requested a separate quote regarding continued support and maintenance of the website, and lists anticipated services to include “refreshing of design elements, updating of technology in website design, engineering, search engine optimization, content management or other elements associated with the Town’s website.” Rather than an annual contract to perform such services, which are largely unknown at this time, Perry & Banks proposes providing all such post-launch services on an as-needed basis, priced as follows:

Routine Maintenance Services – updates, minor SEO adjustments, etc.: \$85.00/hour

New Content, Graphic Design and SEO Services – copywriting, editing, image selection, image editing, graphic optimization, SEO monitoring and links strategy, etc.: \$100/hour

Larger projects – development of new sections, major redesign efforts, etc.: an estimate will be provided based on your specifications



Appendix A: PB Web Development Process

Our web development process is the result of fifteen years experience creating sites that balance content, functionality and usability. While not every site development project will include everything listed here, steps and phases of the process can include:

Discovery

Our first step is to establish the objectives of your site, the audiences you want to reach and the content you need to convey. Each aspect takes on a user-focused approach, where the user experience is central to the site's ultimate success.

Strategic Development

We define a vision for the site, both in the way it will position your organization and the way it will evolve. We identify specific responsibilities within the development team, nail down a creative platform, and plan a budget and schedule to deliver all subsequent phases.

Information Architecture

In this step we organize and outline all content based on desired user actions and experiences. As we identify links, interactivity and site functionality, the architectural process determines all of the site's structural and navigational features.

Content Development

Following our architectural map, we write and edit the site's content pages, navigational elements and user instructions. We also integrate SEO practices into the development of content to ensure that the site will consistently rank highly in search results.

Design Development

Our designers concentrate on the visual theme and graphic look and feel of the site, including the interface and navigation design, color palette, page templates, animated and/or static images, and other visual elements.

Site Integration

Using a combination of traditional web development tools and web 2.0-type publishing/content management systems (e.g. Drupal, Joomla!, WordPress, Expression Engine and many others), we integrate all of the above elements. Our overriding technical goal is to deliver clean, fast-loading pages consistent across multiple browsers and platforms. This phase also includes optimizing graphics and developing the directory structure and page naming protocol for the entire site.



Programming Development & Implementation

Based on the site's functional and business requirements, we research, develop and implement effective server-side solutions for content management, site interactivity, visitor/customer tracking and other programmed functions. PB has expertise in implementing web publishing/content management systems that enable clients to update and maintain their sites with minimal technical training. The versatile plug-in architecture of these systems also helps us cost-effectively provide customized interactive solutions without the issues of custom software development.

Testing/Evaluation/Quality Assurance

The QA phase includes proofreading, checking all links and functionality, and ensuring that content conforms to the architectural structure. Prior to launch, final beta testing on multiple platforms is conducted to evaluate all design, functionality and technological considerations.

Hosting

Based on site size, functionality and anticipated growth, PB can arrange an appropriate, dependable and cost-effective site hosting solution configured to meet clients' present and future needs.

Site Marketing, Promotion and SEO

PB develops plans to maximize clicks to your site through online advertising strategies, SEM and a comprehensive Search Engine Optimization program. Ongoing SEO services can include keyword monitoring, continual content optimization, and an SEO link strategy – improving search engine positioning, ranking and relevancy by identifying and generating both inbound and descriptive, keyword-rich outbound links that target websites with good PageRank/SERP presence. We can also combine the launch of a new site with a complete integrated marketing program including advertising, public relations and collateral materials to drive customers to the site through every available channel.

Site Usage Tracking & Analysis

Gathering and analyzing statistical data on who is using your site, how long they are staying, which pages they frequently visit and what their ultimate action is before leaving is an important function for learning what is working, what isn't, and what can be done to improve the site. Utilizing a hosting solution that provides useful statistical data, combined with the powerful tools of Google Analytics, enables us to provide clients with expert analysis of usage trends and strategic recommendations for future improvements.

Maintenance

PB can assist clients with expert training for using Content Management System tools that give them control over site content updates and maintenance. Or if required, we can maintain all aspects of the site for you, including updates, corrections, additions, graphic design, file management and server upload.



Appendix B: Website Development Selected Examples



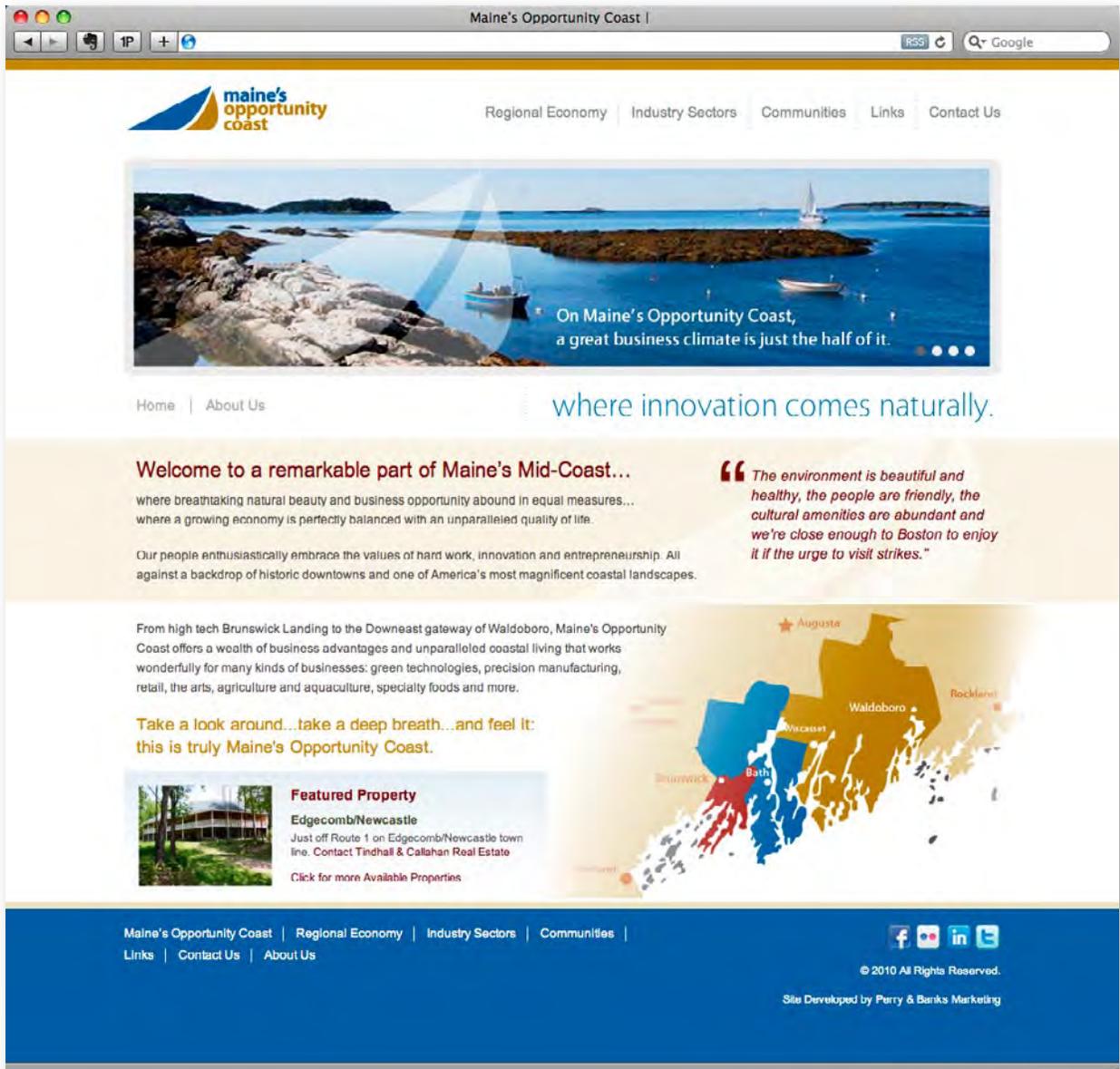
Appendix B – Website Development Selected Samples

- Maine’s Opportunity Coast
- Libby Hill Business Park
- Gardiner Main Street
- SCRCOG – Connecticut’s Cutting Edge
- Invata Intralogistics
- OrderLogix
- Order Management
- PowerPay Direct
- PowerPay
- Norway Savings Bank
- Norway Savings Bank Microsite
- Five Points Bank
- CyberCrime 2010
- Sage Data Security
- MEAPC noPhising
- Vitexxa
- Omnia Technologies
- York Manufacturing
- J. Wentworth Furniture
- Duvall Dynamic Spaces
- Old Town Canoe & Kayak
- Bank of America / Fleet Bank / Clareon Corporation
- Schneider National
- The Chalmers Group



Web Design & Development – Maine’s Opportunity Coast

www.maineopportunitycoast.com





Web Design & Development – Libby Hill Business Park

www.libbyhillbusinesspark.com

Libby Hill Business Park, Gardiner, Maine – Great Location, Fast Track Pre-permitted Lots

Libby Hill

Business Park

Gardiner, Maine



© Fox Photography Services (www.foxfoto.us)

The Park
Get Started
City of Gardiner
Newsroom
Contact Us
FastTrack Blog

The location will wow you.

The advantages will convince you.

Welcome to Libby Hill Business Park — Gardiner, Maine’s premier location for doing business statewide and across New England.

Ideally situated on 260 acres at the junction of Interstate 295 and the Maine Turnpike, Libby Hill is only 45 minutes from downtown Portland and then south to Boston and New York ... just over an hour north to Bangor and up to Canadian markets ... right in the heart of Maine’s capital district, and just a short drive to Maine’s beautiful mid-coast.

Think location isn't everything? Consider all this:

- Opportunity to own at some of the region’s best land prices available
- TIF and Pine Tree Development Zone tax incentives
- *Fast Track* pre-permitted lots, shovel ready with world class amenities and infrastructure in place
- Access to high quality, multiple labor markets

Call Jason Simcock, Director of Planning & Development, at 207-582-688 and find out how easy the City of Gardiner will make it for you to be here.

Phase II Lots Now Available!

- 12 new lots with water, sewer, 3-phase power, and telecommunications infrastructure
- All lots have been pre-permitted by State & Federal regulatory agencies
- Land priced at \$0.99/per developable square foot in the Phase II expansion area



"There are always bumps in the road with any relocation project, but the City of Gardiner was willing to work with us and willing to listen; no matter what the issue, we had a one-call resolution. The City has a very pro-business attitude, and I am positive that is what keeps us here."

Peter Prescott, Owner, Everett J. Prescott, Inc., tenant since 2003

The Park | Get Started | City of Gardiner | Newsroom | Contact Us | FastTrack Blog
207-582-6888
✉ in

Site Developed by Perry & Banks Marketing © 2011 | Libby Hill Business Park, Gardiner, Maine



Web Design & Development – Gardiner Main Street

www.gardinermainstreet.org

Gardiner Main Street
A MAIN STREET MAINE COMMUNITY

Welcome to Gardiner, Maine » The Gardiner Economy » Gardiner Main Street Program » Contact Us

Dynamic downtown.

Gardiner's got so much to love!

Welcome to Gardiner, Maine – a genuine American community where life is sweet and business is blooming. Listed in the National Register of Historic Places, Gardiner's thriving downtown, sparkling waterfront and commeroe-friendly attitude make it a completely wonderful place to do business and enjoy life.

We're right in the middle of everything, directly off interstates 95 and 295, and not far from Maine's *glorious mid-coast* – an advantageous central location with easy access to the bulk of Maine's year-round population plus all points south to Boston and New York, north to Canada.

On our new website you'll find out all about our *colorful community and fascinating heritage*, our *considerable economic advantages*, and the spirit and people behind the *Gardiner Main Street Program*.

How Does Your Gardiner Grow? Check out The Gardiner Main Street Blog

A Big Thank You To Our Major Sponsors!

- Central Maine Pyrotechnics
- City of Gardiner
- Gardiner Board of Trade
- Robinson Welfare Trust
- Savings Bank of Maine

> Click for full sponsors list

Make a Donation

Donation Levels

Featured Property

225 Water St., Gardiner
Brady Palmer Realty
207.582.0800

1885 Gothic brick building located downtown with 4,350 square feet & 3 stories of character! Features include grand staircase, tin ceilings, hardwood floors and ornate trim! 1st floor Salon has 1,450 square feet of working space! Great office or living space on 2nd and 3rd floors.

[Click For Other Available Properties](#)

Subscribe To Our E-News!

E-Mail

Happenings

- Swine and Stein**
October 2nd
11a-7pm
Downtown Gardiner
- Summer Farmer's Market**
Every Wednesday through October,
2-8 pm, Gardiner Common
- Organic Produce at A1 To Go**
10:00a-2:00pm
Saturday's Through Mid October

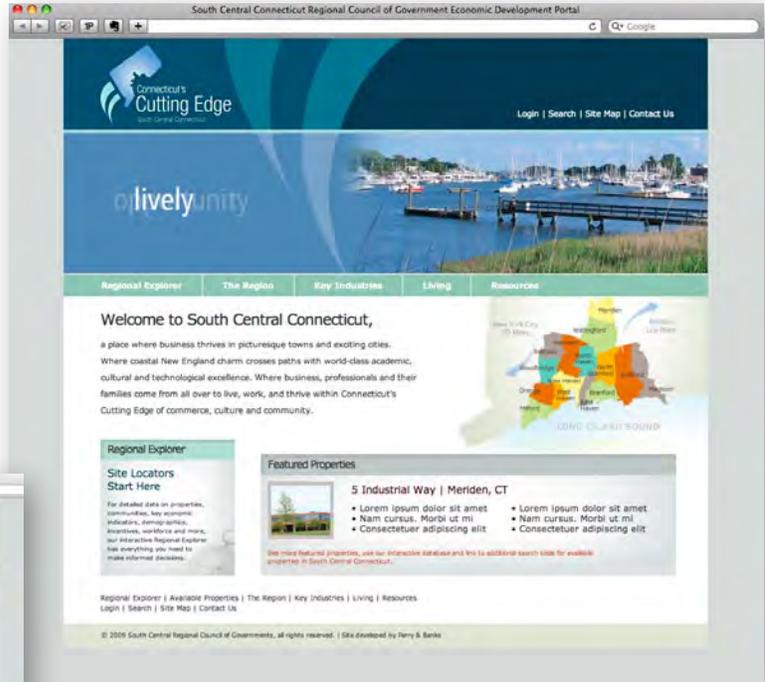
Calendar of Events
[Click for more](#)

WELCOME TO GARDINER, MAINE | COMMUNITY | CALENDAR OF EVENTS | HERITAGE TOURISM | DOWNLOADS | THE GARDINER ECONOMY | PROGRAMS & INCENTIVES
BUSINESSES | AVAILABLE PROPERTIES | START-UP LINKS | GARDINER MAIN STREET PROGRAM | CONTACT US

© 2010 Gardiner Main Street, Inc. All Rights Reserved.
Site Developed by Perry & Banks Marketing



Web Design & Development – Connecticut’s Cutting Edge





Web Design & Development – Invata Intralogistics

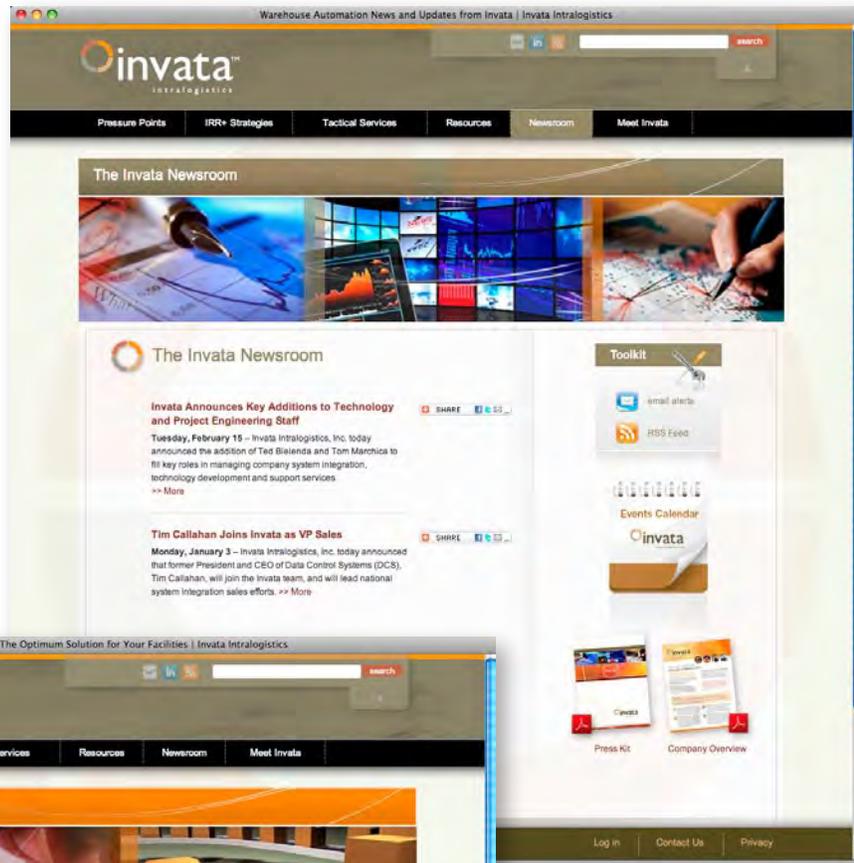
www.invata.com





Web Design & Development – Invata Intralogistics

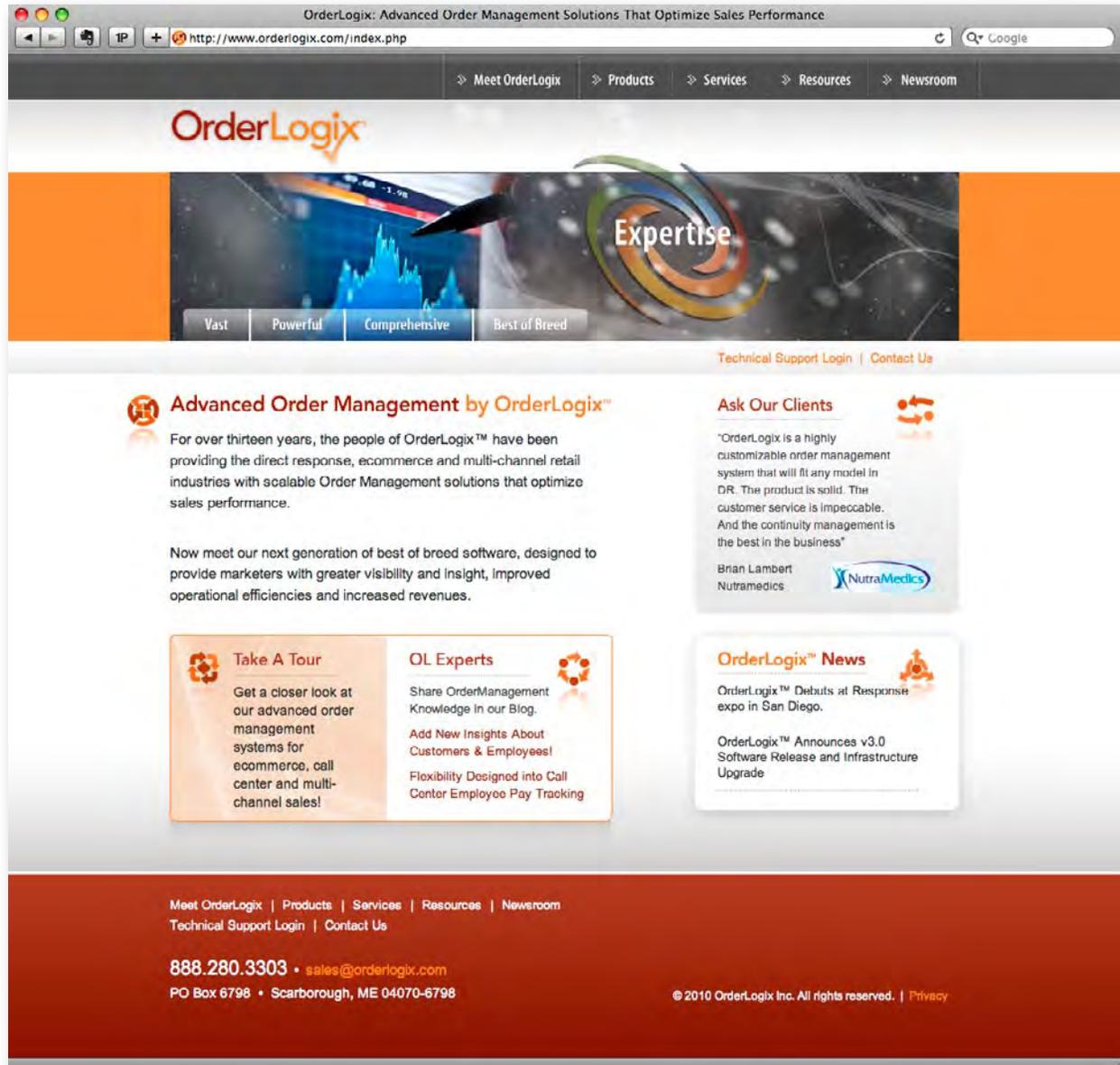
www.invata.com





Web Design & Development – OrderLogix

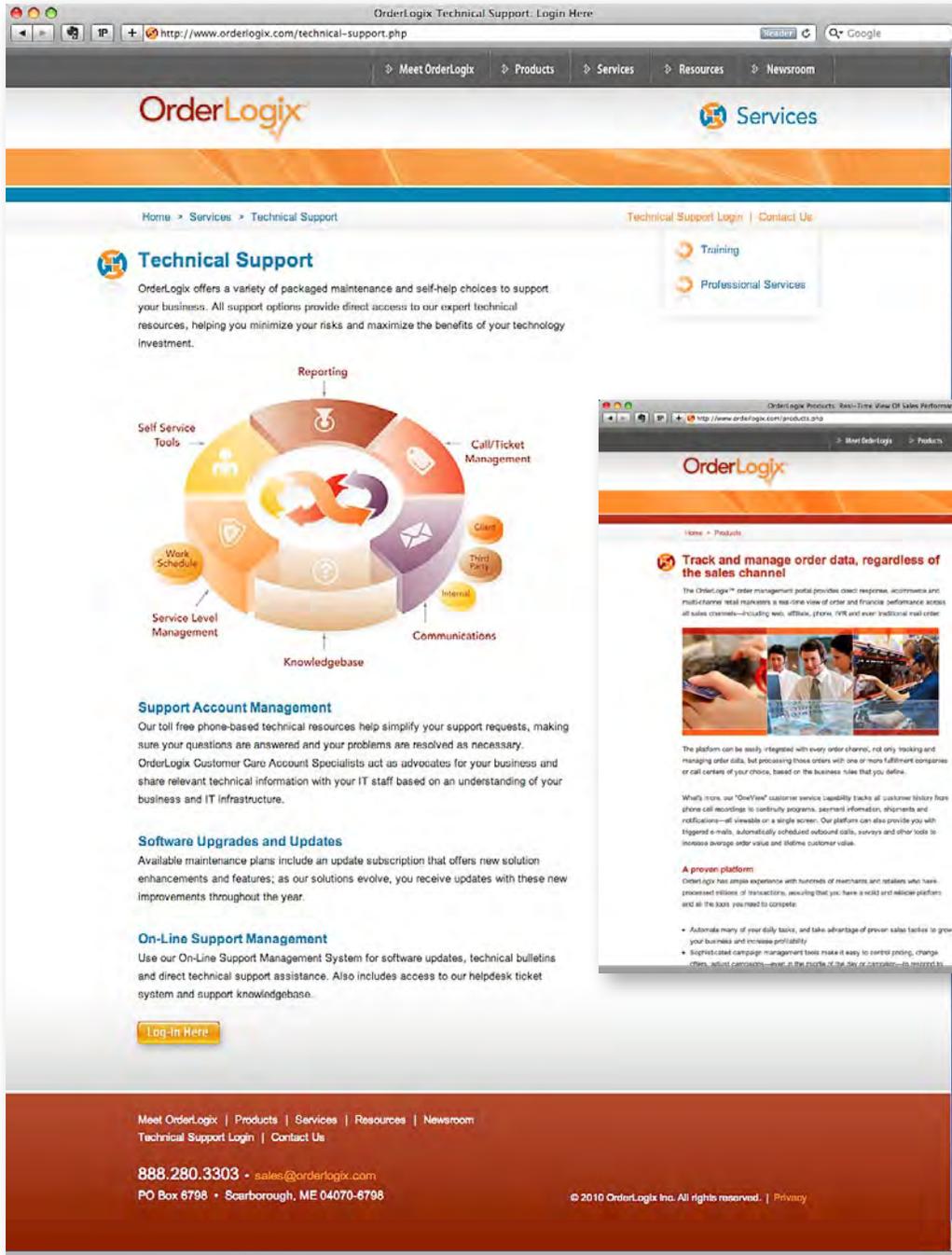
www.orderlogix.com





Web Design & Development – OrderLogix

www.orderlogix.com





Web Design & Development – Order Management

www.ordermanagement.com

The screenshot displays the OrderManagement.com website. At the top, the navigation bar includes the site logo, a search function, and links for Archives, About Us, Contact Us, Contribute, and Privacy Policy. The main header features the tagline "Knowledge. Expertise. Resources." and a large graphic with the text "Where SMART marketers get smarter" and "Join the Order Management Community". Sponsors OrderLogix and Response Magazine are listed on the right.

The main content area is divided into several sections:

- BANNER SPONSOR SPACE:** Includes registration links for updates and sponsor information.
- Experts, Viewpoints, Resources, Vendors, Events, News Desk:** A horizontal navigation menu.
- Introduction:** A paragraph explaining the site's purpose as a community for industry professionals.
- Points of Order:** A section for the blog with "Latest posts" including "Soty Gifts on the basics of order management", "Top 5 Build vs. Buy decision criteria for a Direct Response pick, pack and ship operation", and "Basics of DRTV media tracking and reporting".
- Industry Experts Comment:** A section for expert insights with "Featured" and "Most Recent" posts by Brian Wood, Mark Alyn, and Randy Gibson.
- Resources:** Links to download a white paper from Netsuite and the Order Management Buyer's Guide.
- Industry News:** A link to "ICMI reports on Q1 call center metrics".
- Ask the Industry Experts!:** A Q&A section with a "Select Category" dropdown, a "Question" about order management systems, and an "Answer" about system functionality.

The footer contains a detailed menu:

- Experts:** Industry Experts, Monthly/Guest Experts, Ask The Experts
- Viewpoints:** Magazine Editorial, Expanded Editorial
- Resources:** 101 Basics, Campaign Management, Order Management Media, Merchant Accounts, Call Center, Fulfillment & Logistics, Metrics, Data, Analytics, Customer Service, Affiliates
- Vendors:** Contributors, Featured Vendors, Featured Experts, Vendor Directory
- Events:** Industry Events, Webinars
- NewsDesk:** PR Releases, Newsletters, Polls/Surveys

Additional footer elements include social media icons, a "Join the Community" registration form, and a copyright notice: "© 2010 ordermanagement.com. All Rights Reserved."



Web Design & Development – PowerPay Direct

www.powerpaydirect.biz

The screenshot shows a web browser window with the URL <http://powerpaydirect.biz/>. The website header features the **PowerPay Direct** logo and the tagline *Beyond payment processing*. The main content area is divided into several sections:

- Hero Section:** A large green and orange banner with the text "PowerPay Direct Beyond payment processing ... the process of success." and a call to action: "Crack Open more business more successfully. Meet with us and get a Maine Lobster dinner for two, FREE! > Click to reserve time".
- Navigation:** A horizontal menu with buttons for "The Single Source Advantage", "How It Works", "What's New", "Contact Us", and "Knowledge Center".
- Main Content:**
 - Payment Processing, Working Capital and Cash Management for the DR industry. All under one roof.**
 - There is no one in DR quite like PowerPay Direct.** We have a unique perspective of the industry. [A unique integrated approach.](#) And a unique core value: a commitment to helping you **make more money.**
 - At PowerPay Direct, our philosophy is simple: When you're successful, so are we.** Discover our better ideas in **payment processing, campaign funding, cash management, and integrated payment technologies, all under one roof.** Whether you're a DR Merchant or a Service Provider, we have the **solutions to help you succeed!**
 - Ready to get started? Let's go!**
- Fast. Fun. Informative.** Hosted by famed DR personality Mark Alyn, our brief streaming videos offer tips, interviews with PowerPay professionals, and advice from top industry service providers. Get an insider's perspective on what's happening in today's challenging DR world and how you can thrive in it!
 - Featured videos:**
 - [DR Business Moments with Mark Alyn](#) Fundamentals of DR Funding
 - [DR Focus - Interviews with PowerPay Direct Managers](#) Ensuring DR Success
 - Click for our Knowledge Center** with a complete library of informative direct response videos!

At the bottom, the footer contains copyright information: © 2008 PowerPay LLC. All rights reserved. [Privacy Policy](#). Site developed by [Perry & Banks](#).



Web Design & Development – PowerPay Direct

www.powerpaydirect.biz

PowerPay Direct
Beyond payment processing

Knowledge Center

The Single Source Advantage | How It Works | What's New | Contact Us | Knowledge Center

PowerPay Direct is the only single-source provider solely dedicated to the Direct Response industry, with a wealth of DR knowledge we love to share!

On this page, we'll offer advice, insight, and informative streaming videos, all created to help you succeed in DR.

Now Playing on the PPD Network:
Sit back and enjoy some of our brief, informative streaming videos specially created to address the key issues and challenges of Direct Response today. Hosted by DR personality Mark Allyn, they're sure to get your juices flowing!

Coming soon!

DR 360°

Our indispensable new series of educational streaming videos features many of the industry's leading Service Providers discussing issues critical to your success in today's DR world. Watch this site for more details!

ppd network Now Playing on the PPD Network:

DR BUSINESS MOMENTS WITH MARK ALYN
Mark entertainingly guides you through some of the common obstacles to DR success, and shows you how PowerPay Direct's unique offerings help overcome them.

- #1: Think About Your Merchant Account First
- #2: The Deep Freeze
- #3: Fundamentals of DR Funding
- #4: The Reserve Account: A Necessary Evil?
- #5: Paylink: The Painless Cash Flow Solution
- #6: Eliminating The Gateway

DR FOCUS – INTERVIEWS WITH POWERPAY DIRECT MANAGERS
Meet the people who make PowerPay Direct tick! These brief, insightful interview clips give you an insider's view of the culture, expertise, and benefits of working with us.

- Ensuring DR Success**
Brian Wood, Division President, PowerPay Direct
Michelle Boudette, President, PowerPay Capital
- Beyond Media Funding: Working Capital & Cash Management**
Brian Wood, Division President, PowerPay Direct
Michelle Boudette, President, PowerPay Capital
- Innovative Technologies That Save Time & Money**
Brian Wood, Division President, PowerPay Direct
Ron Greenberg, CIO
- Don't Fear the Underwriter!**
Eric Babcock, Manager, Underwriting
Jim Rafitice, COO
Sara Staro, Manager, Loss Prevention
Brian Wood, Division President, PowerPay Direct
- The Customer Service You Deserve**
Matt Welch, Director, Technical Services
Jim Rafitice, COO
Tricia Bride, Director, Merchant Services
Brian Wood, Division President, PowerPay Direct

#2: The Deep Freeze

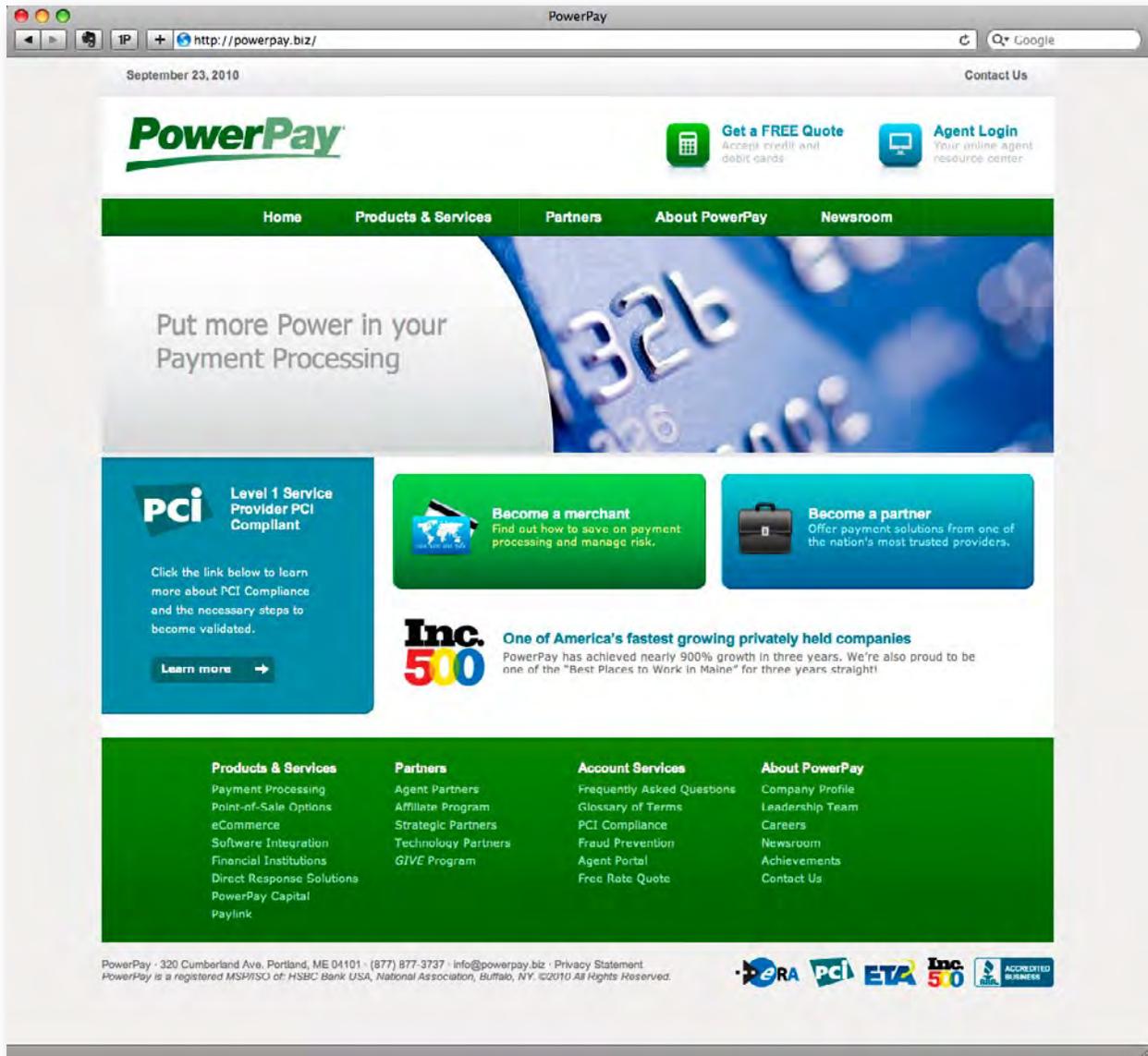
Mark Allyn

© 2011 PowerPay LLC. All rights reserved.
Transferring data from powerpaydirect.biz



Web Design & Development – PowerPay

www.powerpay.biz





Web Design & Development – Norway Savings Bank

www.norwaysavingsbank.com

As a key part of a major rebranding effort, PB completely redesigned the Norway Savings site literally “bringing more color to Maine banking.”

The screenshot shows the Norway Savings Bank website interface. At the top, the browser title is "Norway Savings Bank - the right blend of real banking expertise and a friendly, special community connection." The website header features the Norway Savings Bank logo on the left and navigation links for "home", "make contact", "careers", "site map", and "privacy/security" on the right. Below the header is a secondary navigation bar with "Personal Banking", "Business Banking", "Asset Management Group", "About Norway", and "Resources".

The main content area is divided into several sections:

- Norway Online internet banking:** A login section with fields for "Access ID" and "Password", a "Log in" button, and links for "First Time Users" and "Learn More".
- More of everything you need on the all-new norwaysavingsbank.com:** A large banner image of a child underwater with a snorkel mask.
- Bill Pay:** A section for paying utility bills and credit cards online.
- Service Promotions:** A grid of colorful boxes promoting "Switch Kit", "inBusiness Money Market Account", "Building Community", "more than money", and a "2006 Photo Contest Winners!"

The footer contains regulatory information ("Member FDIC", "Equal Housing Lender"), contact information ("Site Map | Contact Us | Careers | Privacy/Security", "Call toll-free at 1.888.725.2207 or 1.800.551.3360"), and copyright notice ("© 2006 Norway Savings Bank All Rights Reserved").



Web Design & Development – Norway Savings Bank

www.norwaysavingsbankmore.com

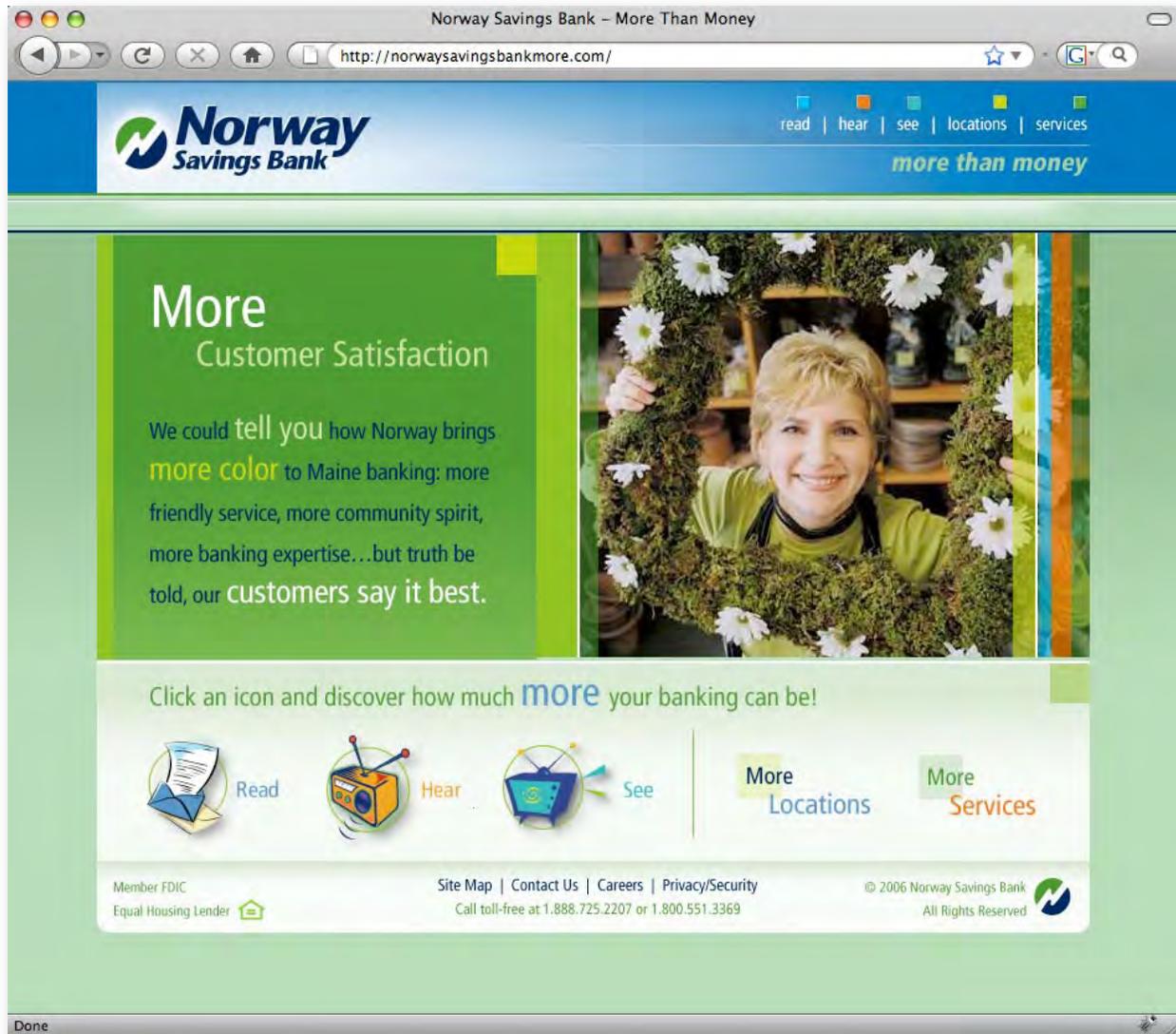
As a key part of a major rebranding effort, PB completely redesigned the Norway Savings site, literally “bringing more color to Maine banking.”





Web Design & Development – Norway Savings Bank Microsite

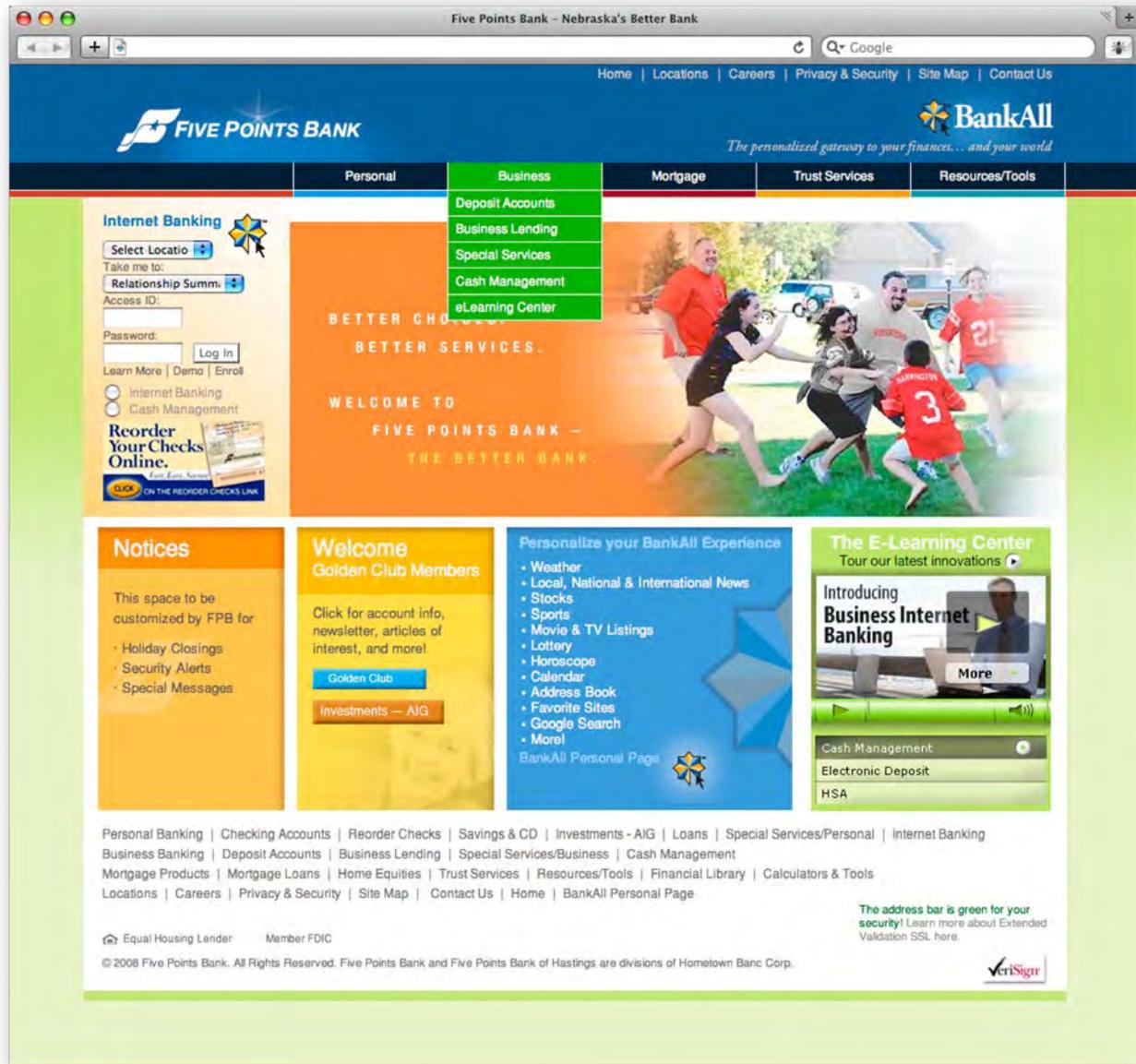
www.norwaysavingsbankmore.com





Web Design & Development – Five Points Bank

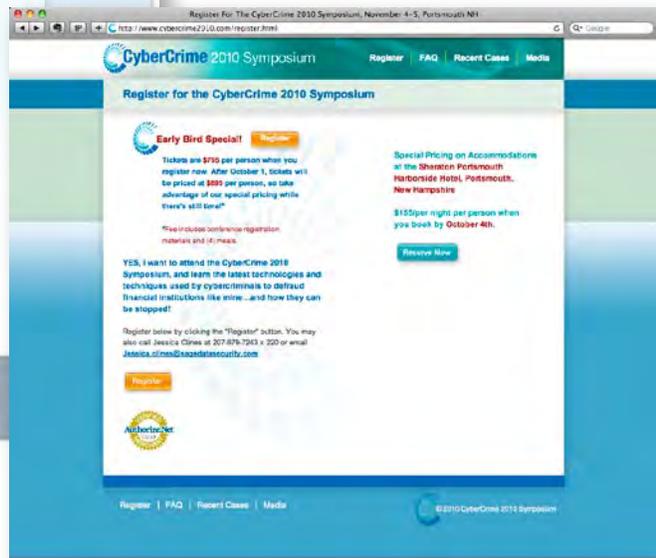
www.fivepointsbank.com





Web Design & Development – CyberCrime 2010 Symposium

www.cybercrime2010.com





Web Design & Development – Sage Data Security

www.sagedatasecurity.com

PB has launched this sophisticated redesigned site for Sage, a provider of network security, education, training and other services for regional businesses.





Web Design & Development – MEAPC NoPhishing

www.nophishing.org

PB worked with an alliance of 20+ Maine community banks which joined forces to educate the public about the dangers of “phishing” and identity theft. The site provides consumers with links to a wealth of information about phishing and what they can do about it; it also features a password-protected area for member banks where they can collaborate and share information.





Web Design & Development – Vitexxa

www.vitexxa.com

Vi-texxa™ Supplement Decreases Appetite, Nearly Triples Weight Loss | Vi-texxa™ Dietary Supplement

My Account | My Cart | Checkout | Log In

VI-TEXXA Dietary Supplement

NEARLY TRIPLES WEIGHT LOSS!*
*combined with recommended diet & activity program

Clinical Trial Results | FAQ | Order Now | 1-800-530-6955

Special Offer!
BUY 2, GET 1 FREE

PLUS a **FREE** copy of Dr. Larry McCleary's latest book, *Feed Your Brain Lose Your Belly*®



Order Now!

MONEY BACK GUARANTEE

Available for the first time ever!



Feed Your Brain Lose Your Belly

Written by Larry McCleary, M.D. — author of the best-selling book *The Brain Trust Program* — this revolutionary new approach to weight loss will help you understand why we eat too much, why we store fat, and what you can do about it!

Dr. McCleary is a famed neurosurgeon who has made a lifetime study of how nutrition affects the brain. In the introduction to his latest book, *Feed Your Brain Lose Your Belly*®, he ponders the parallel epidemics of obesity and Alzheimer's:

The question that was puzzling to me was, "How can our brains be starving while we're overfeeding our bodies?" It just didn't make sense.

[Click for more excerpts](#)

Order Now!

At last, a SMARTER way to lose weight!

- Markedly decreases appetite
- Increases metabolism
- 92% fat loss, not water**
- Tested in human studies
- Does not make you jittery
- Not available in stores

AS SEEN ON TV

Ready to REALLY change your life? The time is right for Vi-texxa™, the revolutionary weight loss accelerator shown in human [clinical studies](#) to safely decrease your appetite, speed up calorie burning, and almost triple weight loss over a program of diet and exercise alone.

It literally took a brain surgeon to figure it out...as you'll learn in Dr. Larry McCleary's remarkable new book *Feed Your Brain Lose Your Belly*®. And now you can get the book at no extra cost when you take advantage of our money-saving Buy-Two-Get-One-Free offer!



Order now and jump-start your weight loss program...the smart Vi-texxa way!

Founded by Larry McCleary, M.D., Vi-texxa LLC is a company dedicated to helping people "lose weight and feel great" through a unique program of brain nourishment, diet and activity.

Vi-texxa, LLC
Incline Village, NV 89451
1-800-530-6955
info@vitexxa.com

Statements made on this website have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Clinical Trial Participants Speak Out



(Typically, average weight lost was almost 2 pounds per week) Every one of the 25 subjects taking Vi-texxa™ while on the "Feed Your Brain Lose Your Belly" program lost weight. Lots of it! Listen to what a few of them had to say.

Results Shown in Independent Clinical Research

Vi-texxa™ and Dr. McCleary's "Feed Your Brain Lose Your Belly" program have been scientifically validated with a prospective, double-blind, randomized, placebo-controlled human clinical trial — the "gold standard" of clinical research.

Of the 25 test subjects who followed Dr. McCleary's program while taking Vi-texxa, every one of them lost weight. Close to 12 pounds on average in 6 weeks, and 10 pounds of that was fat, not water. Even better, some subjects lost almost 25 pounds — [click for complete test results.](#)

Vi-texxa™ Money Back Guarantee

We are confident that you will be very satisfied with the Vi-texxa items you purchase. However, if you are not completely satisfied, contact our customer service department at 1-800-530-6955.



Caution: Vi-texxa should not be taken by women who are pregnant or are lactating.

*The title of this book does not mean that the program targets only belly fat. It works on all fat cells in the body.

** 92% of the weight loss produced by the FYB diet/activity program plus Vi-texxa was fat.

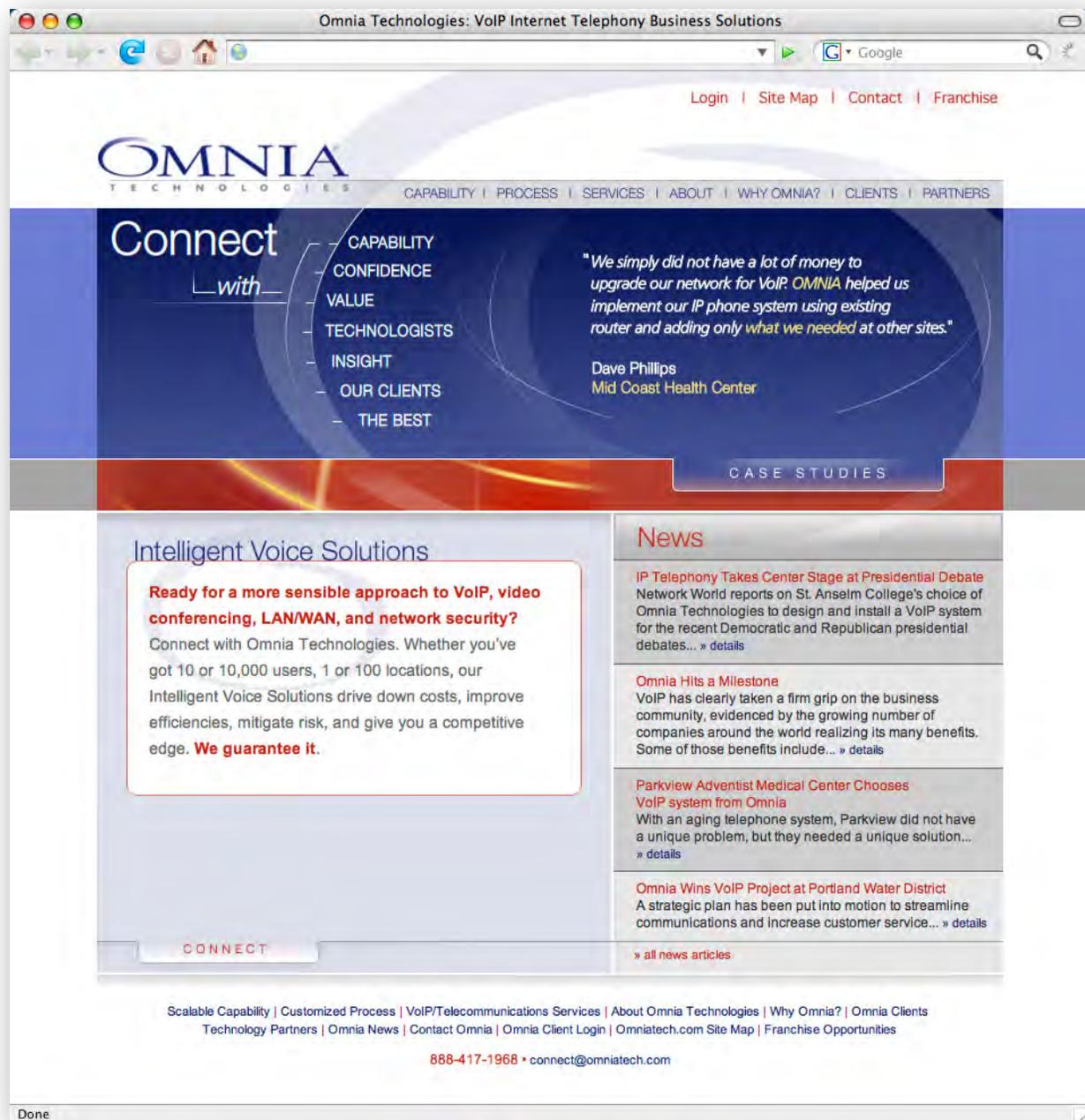
© 2010 Vi-texxa, LLC. All rights reserved. Vi-texxa is a registered trademark of Vi-texxa, LLC.



Web Design & Development – Omnia Technologies

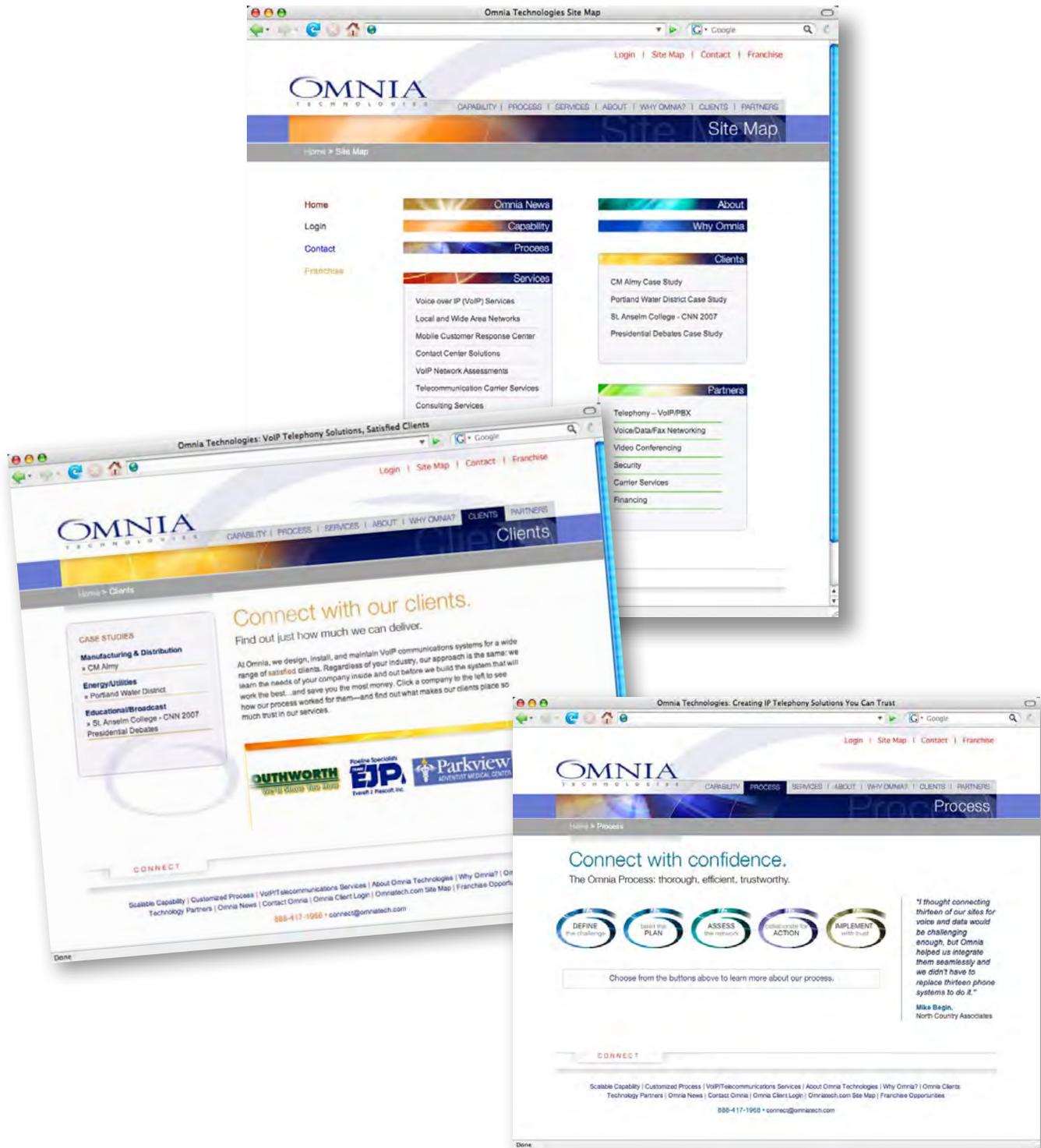
www.omniatech.com

PB completely redesigned the Omnia Technologies website and identity. This VOIP technology company is currently using Adobe Contribute as their Content Management System and just recently won a \$100,00 VOIP client via their website.





Web Design & Development – Omnia Technologies





Web Design & Development – York Manufacturing

www.yorkmfg.com

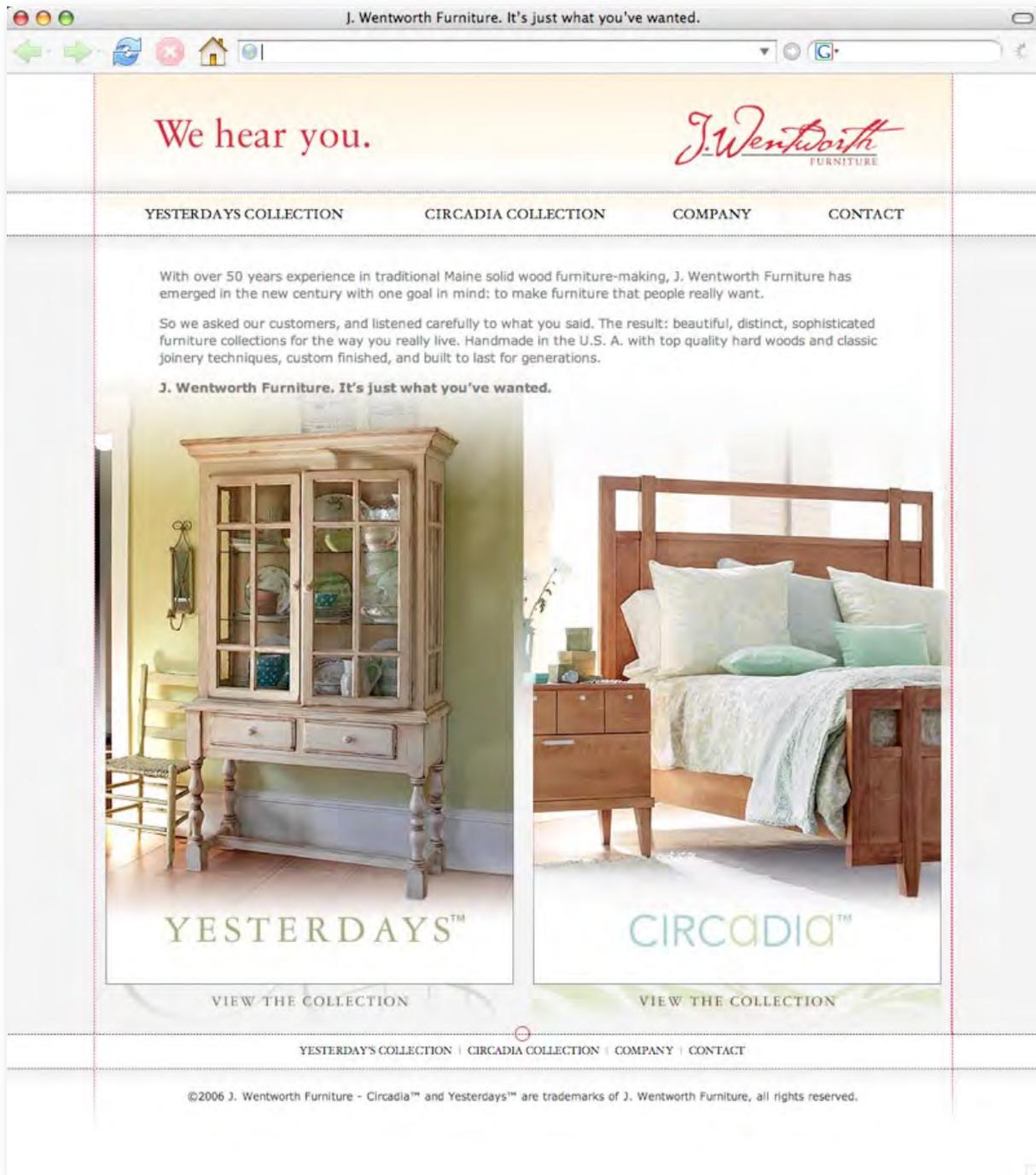




Web Design & Development – J. Wentworth Furniture

www.jwentworthfurniture.com

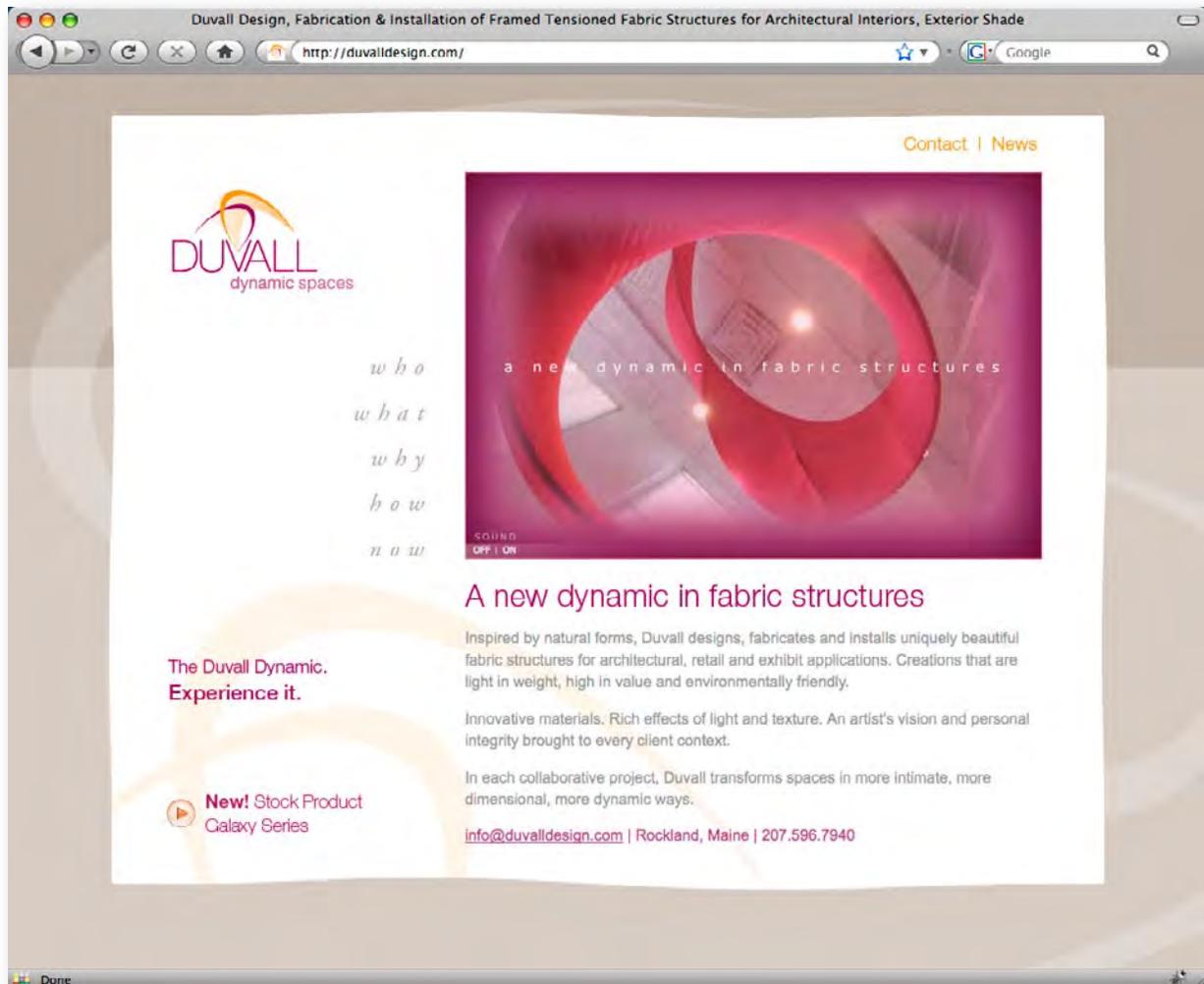
PB re-branded Maine furniture-maker Moosehead Manufacturing, introducing two new high-end lines featuring antique re-creations and modern, urban design. *Site is not yet launched.*





Web Design & Development – Duvall Dynamic Spaces

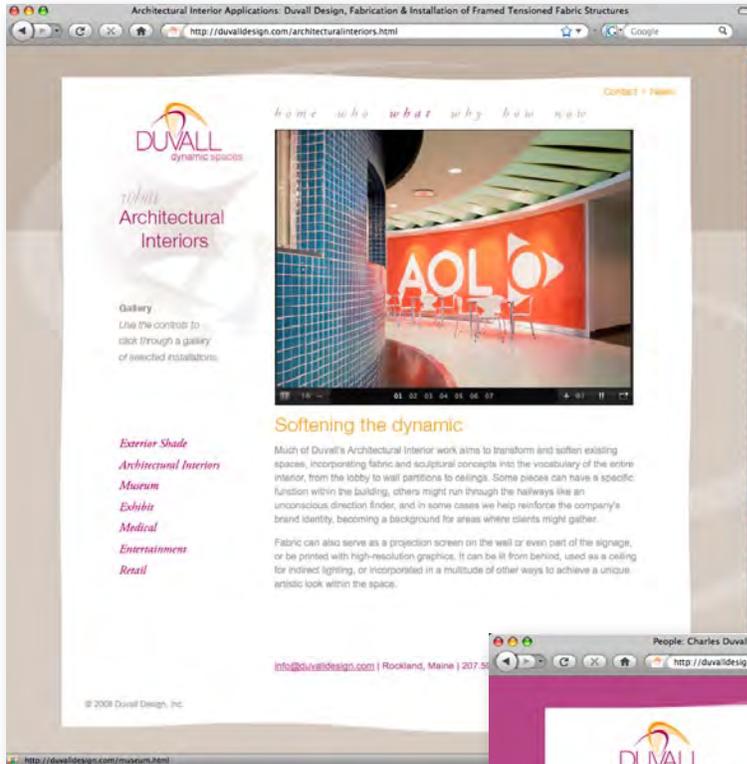
www.duvalldesign.com





Web Design & Development – Duvall Dynamic Spaces

www.duvalldesign.com





Web Design & Development – Old Town Canoe & Kayak

www.oldtowncanoe.com | www.otsport.com

PB redesigned the Old Town Canoe site to better reflect its world-class – and world-famous – image of high quality and Maine heritage. We also branded Old Town’s “OT Sport” line of kayaks aimed at the growing youth and female markets, and launched a microsite dedicated solely to this Old Town spinoff (*no longer active*).





Web Design & Development – Bank of America/Fleet/Clareon

www.bankofamerica.com | www.fleet.com | www.clareon.com





Web Design & Development – Schneider National

www.schneider.com

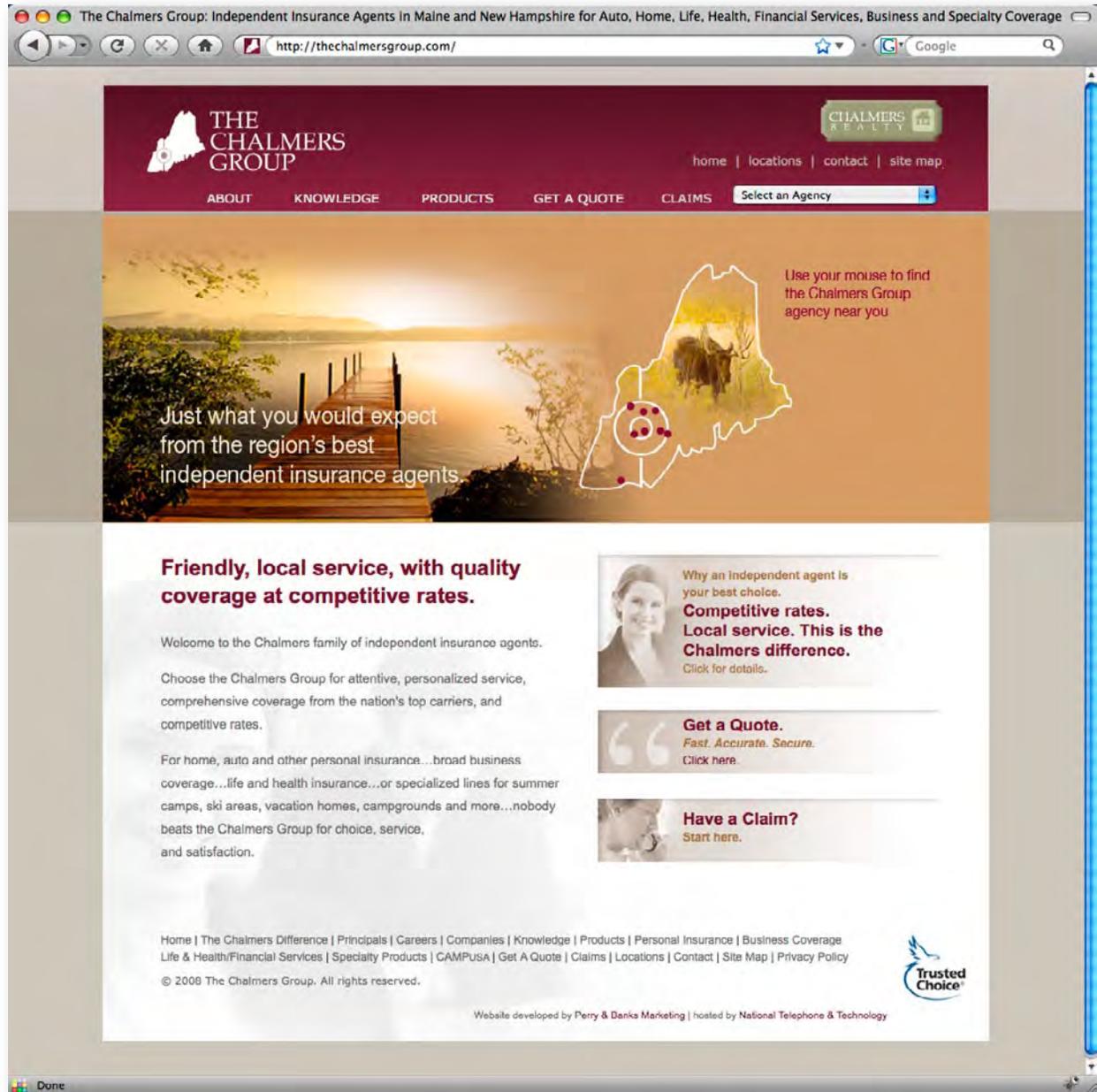
As part of the redesign of the site for Schneider National, the \$3 billion transportation and logistics giant based in Green Bay, WI, PB developed this Flash-based interactive feature demonstrating Schneider's comprehensive cross-border services.





Web Design & Development – The Chalmers Group

www.thechalmersgroup.com





www.brunswickme.org
Redesign and Development
Revised Budget

May 10, 2011



perry & banks
integrated sales and marketing

10 Danforth Street | Portland, Maine 04101
Principal Contact: Laurie Banks, President
207.761.5957 | Fax: 207.761.4459
email: lbanks@perrybanks.com



Revised Budget

After meeting with the team in Brunswick on April 28, Perry & Banks has revised its proposed budget to reflect a) the need for a lower initial cost to launch the redeveloped Town of Brunswick website, and b) a second phase that addresses interactive forms and limited online payment functionality in a supplementary budget to go into effect after the site is launched and operational.

Phase I

Where possible, costs for each development stage have been reduced based on a clearer definition of scope. In the case of copywriting and editing, the estimate has been cut by \$1,000 contingent on Brunswick personnel reducing the overall amount of content on the site by 25%.

While our estimate for integration of the content with the WordPress CMS has not changed, development of the “virtual town hall” has been substantially reduced, since we will simply be reorganizing the many downloadable forms and redirects to 3rd party payment engines – making it easier for citizens to find, download or link to these resources, but not adding any additional interactivity or payment mechanism. Please note that photography and imaging costs are not included; these will be determined after assessing existing materials and availability of additional images.

Development Stage	Estimated Cost
Strategic Development	\$3,500
Information Architecture & Content Organization	\$1,500
Creative Theme & Message Development	\$1,800
Copywriting and Editing (requires Brunswick personnel to delete approx. 25% of existing content)	\$3,000
Design Development Photography and imaging costs	\$5,000 TBD
xhtml/css/WordPress CMS Development	\$6,500 – 7,500
WordPress CMS System Integration with all Content	\$3,000
e-Government, Virtual Town Hall Development (Organization of downloadable applications for permits, business licenses and other forms and applications – pdfs can be printed, filled out and mailed or brought in to the town office)	\$2,000
Usability Testing/Evaluation/Quality Assurance	\$1,000
WordPress CMS Training for Town Staff	\$1,200
Phase I Total	\$28,500 – \$29,500



Phase II

This second-phase budget addresses the Virtual Town Hall functionality only. We are proposing three specific enhancements to make the site far more convenient and accurate for Brunswick citizens to complete applications and forms, and register online for Parks & Recreation programs.

1. Convert all pdf application forms to enable users to type in their information and print for delivery, rather than printing a blank form and filling out by hand. While there are already a few forms like this on the Town of Brunswick Human Resources page, it should be noted that those files are corrupted or not designed correctly for use on all platforms.
2. Remake each of the application forms in Parks & Recreation as interactive html-based forms that can be completed for online registration, including online fee payments handled through our recommended payment engine (see below). These pages and the payment mechanism will be seamlessly integrated with the WordPress CMS for easy maintenance and modifications.
3. For enabling and managing secure online payments, we propose the open-source **WP e-Commerce Plugin** (see <http://getshopped.org>). The most widely used e-Commerce solution for the WordPress CMS, it is easy to set up and use, offers users a streamlined checkout experience, can accommodate multiple payment options, and since it is designed for integration with the open-source LAMP (Linux, Apache, MySQL, PHP) architecture behind the WordPress CMS platform, it is very extensible and scalable for future expansion. Coding and development standards will adhere to strict compliance with **PCI Data Security Standards** (https://www.pcisecuritystandards.org/security_standards/index.php), requiring setup and implementation of two essential additional functions:
 - a. a **Secure Socket Layer (SSL)** for secure, encrypted online transactions; we recommend the **GeoTrust QuickSSL Premium 256-bit SSL** (<http://www.geotrust.com/ssl/ssl-certificates-premium/>)
 - b. a **Payment Gateway Processor** to accept and process online payments in compliance with both PCI Standards and the State of Maine Payment Card Compliance Policy (<http://www.maine.gov/oit/policies/paymentcardpolicy.htm>). We recommend Authorize.net (<http://www.authorize.net>) for your Gateway.

PDF conversion (approx. 48 forms)	\$2,400 – \$3,600
Create new interactive forms for Parks & Recreation Programs	\$3,000 – \$4,500
WP e-Commerce Plugin Development	\$2,000
PCI Data Security Standards Coding Implementation	\$500
Set up Secure Socket Layer (SSL) for Secure Online Payments	\$150 one-time fee
Set Up Authorize.net Payment Gateway	\$100 one-time fee +\$20/mo.
Phase II Total	\$8,550 – \$11,050 +\$20/mo gateway fee

ITEM 72

NO BACK UP MATERIALS

CONSENT AGENDA - A BACK UP MATERIALS

Draft
BRUNSWICK TOWN COUNCIL
Minutes
June 6, 2011
Executive Session: 6:45 P.M.
Regular Meeting: 7:00 P.M.
Municipal Meeting Room
Maine Street Station
16 Station Avenue

Councilors Present: Chair Joanne T. King, W. David Watson, Suzan Wilson, John M. Perreault, Gerald E. Favreau, Margo H. Knight, E. Benet Pols, and Deborah R. Atwood

Councilors Absent: Benjamin J. Tucker

Town Staff Present: Gary Brown, Town Manager; Fran Smith, Town Clerk/Assistant to Town Manager; Debra Blum, Administrative Assistant; John Eldridge, Finance Director; Tom Farrell, Director of Parks and Recreation; Richard Rizzo, Police Chief; Marc Hagan, Police Commander; Russ Wrede, Police Officer; Dan Devereaux, Marine Resource Officer; Anna Breinich, Director of Planning and Development; Kris Hultgren, Town Planner; John Foster, Public Works Director; Ken Brilliant, Fire Chief; Don Koslosky, Deputy Fire Chief; Brian Dancause, Economic Development Specialist; Denise Clavette, Special Projects Assistant; and TV video crew.

Chair King called the meeting of June 6, 2011, to order and asked the Clerk for Roll Call.

Executive Session: Labor Negotiations per 1 M.R.S.A. §405(6)(D)

Councilor Favreau moved, Councilor Knight seconded, to go into executive session per 1 M.R.S.A. §405(6)(D) to discuss Labor Negotiations. The motion carried with eight (8) yeas.

Chair King resumed the meeting at 7:00 pm and asked for the Pledge of Allegiance.

Public Comment: None

Correspondence:

Chair King advised there would be a workshop and public sessions on the train depot issue.

Councilor Atwood and Councilor Perreault asked questions about the ambulance service and emergency transport, which Manager Brown answered.

Councilor Favreau commented on the Memorial Day Parade, recent events at the base, and a group wanting to preserve the Naval Museum.

Councilor Wilson commented on the Council's summer schedule.

Adjustments to the Agenda:

To add setting a public hearing for the Community for Maine's Futures Grant application.

MANAGER'S REPORT:

Town Council Minutes

June 6, 2011

Page 2

(a) Council Committee Updates

Reports were given on the Elementary School Building Committee and the Website Design Committee.

(b) BDA use of parking lot for Outdoor Arts Festival

Manager Brown spoke about this issue.

(c) Election reminder

Manager Brown reminded all about the school budget vote Tuesday, June 7, at Brunswick Junior High.

(d) Discussion of CIP schedule

The Council discussed a CIP schedule.

(e) Authorization to apply for a technical assistance grant through the Rivers, Trails and Conservation Assistance program (*Action Required*)

Manager Brown spoke about this item.

Councilor Atwood moved, Councilor Pols seconded, to authorize an application for a technical assistance grant through the Rivers, Trails and Conservation Assistance program. The motion carried with eight (8) yeas.

(f) (ADDED) LD 69 UPDATE

LD 69 reported out of committee 11-2 Ought Not to Pass, and will be taken up in the House Tuesday, June 7.

PUBLIC HEARINGS

50. The Town Council will hear public comments on the following Special Amusement Licenses, and will take any appropriate action.

Special Amusement

**American Restaurant Association, LLC
D/B/A: O'Shea's Irish Restaurant & Cantina
94 Maine Street**

Joseph Cyr

**Clare's Dolphin Restaurant, Inc.
D/B/A: Joshua's Restaurant & Tavern
123 Maine Street**

T.J. Siatras

**Giri Brunswick LLC
D/B/A: Parkwood Inn
71 Gurnet Road**

Sagar Malavia

**Verreault Tourism Properties
D/B/A: Captain Daniel Stone Inn
10 Water Street**

John Verreault

Chair King opened the public hearing.

Manager Brown explained Special Amusement licenses in response to a question from the audience.

George Glover, 65 Willow Grove Road, commented about O'Shea's, its noise level, and activities he had witnessed.

Councilor Atwood asked questions, to which Chief Brillant responded.

Chair King closed the public hearing.

Councilor Knight moved, Councilor Perreault seconded, to approve a Special Amusement license for Clare's Dolphin Restaurant, Inc., D/B/A: Joshua's Restaurant & Tavern, 123 Maine Street. The motion carried with eight (8) yeas.

Councilor Wilson moved, Councilor Atwood seconded, to approve a Special Amusement license for Verreault Tourism Properties, D/B/A: Captain Daniel Stone Inn, 10 Water Street. The motion carried with eight (8) yeas.

Councilor Watson moved, Councilor Perreault seconded, to approve a Special Amusement license for Giri Brunswick LLC, D/B/A: Parkwood Inn, 71 Gurnet Road. The motion carried with eight (8) yeas.

Councilor Pols and Councilor Favreau asked questions of Mr. Glover, who answered them.

Councilor Perreault also responded to questions.

Chair King asked a question, to which Manager Brown responded.

Councilor Knight and Councilor Watson told about complaints they have received about O'Shea's from their constituents.

Councilor Wilson commented on this item.

Commander Hagan spoke on this item.

Councilor Pols asked a question, to which Commander Hagan responded.

Councilor Favreau moved, Councilor Atwood seconded, to deny a Special Amusement license for American Restaurant Association, LLC, D/B/A: O'Shea's Irish Restaurant & Cantina, 94 Maine Street.

Joe Cyr, manager of O'Shea's, and Ryan Foley, his partner, spoke about complaints and the measures they have taken to keep in compliance with different issues.

Councilor Perreault spoke on this item.

Councilor Watson asked a question.

Councilor Atwood, Councilor Favreau, and Councilor Knight commented on this item.

AMENDMENT TO MOTION

to add language "to allow it would be detrimental to the health, safety, or general welfare of the public." It was supported by Councilor Pols and Councilor Atwood as the motion makers.

Councilor Perreault, Councilor Atwood, Councilor Wilson, and Chair King all spoke on this item.

Councilor Favreau moved, Councilor Atwood seconded, to deny a Special Amusement license to American Restaurant Association, LLC, D/B/A: O'Shea's Irish Restaurant & Cantina, 94 Maine Street because to allow it would be detrimental to the health, safety, or general welfare of the public. The motion carried with seven (7) yeas. Councilor Perreault was opposed.

51. The Town Council will hear public comments on the following Alcohol License, and will take any appropriate action.

Full-Time Spirituous, Vinous & Malt

**Maine & Noble, LLC
D/B/A: Inn at Brunswick
4 Noble Street**

J. Hilary Rockett, Jr.

Chair King opened the public hearing.

Mike Lyne, representing JHR Development, and Rick Martin, general manager of Olympia Hotel Management, spoke about the Inn and tavern.

Marji Greenhut, 10 Noble Street, spoke on this item and the lack of parking the facility affords.

Chair King closed the public hearing.

Councilor Atwood asked a question, to which Councilor Favreau and Manager Brown responded.

Councilor Perreault moved, Councilor Watson seconded, to approve a new alcohol license for Maine & Noble, LLC, D/B/A: Inn at Brunswick located at 4 Noble Street. The motion carried with eight (8) yeas.

52. **The Town Council will hear public comments on a Zoning Ordinance amendment to add the use “parking facility” to the MU2, MU3, MU4, and MU6 districts, and will take any appropriate action.**

Chair King opened the public hearing; hearing no comments, she closed the public hearing.

Councilor Perreault and Councilor Watson commented and asked questions, to which Kris Hultgren responded.

Chair King, Councilor Pols, Councilor Favreau, Councilor Wilson, and Manager Brown commented on this item.

Councilor Wilson moved, Councilor Favreau seconded, to adopt Zoning Ordinance amendments to add the use “parking facility” to the MU2, MU3, MU4, and MU6 districts. The motion carried with seven (7) yeas. Councilor Perreault was opposed.

TABLED ITEMS

43. **The Town Council will consider a request for Sellers of Prepared Food on Public Ways for outdoor seating and alcohol sales within the seating area for O’Shea’s Irish Restaurant & Cantina at 94 Maine Street, and will take any appropriate action.**

Chair King opened the public hearing.

George Glover, 65 Willow Grove Road, commented on this item.

Chair King closed the public hearing.

Councilor Atwood asked a question, to which Manager Brown responded.

Councilor Knight and Councilor Perreault commented on this item.

Councilor King and Councilor Atwood asked questions, to which Manager Brown and Mr. Glover responded.

Councilor Atwood commented on this item.

Chair King asked a question, to which Manager Brown responded.

Councilor Perreault moved, Councilor Watson seconded, to approve a license for Sellers of Prepared Food on Public Ways on a Sidewalk, not to exceed six feet from the front of the building, for O’Shea’s Irish Restaurant & Cantina at 94 Maine Street, and to allow alcohol sales within this area, only while food is being served or no later than 10:00 pm, and for chairs and tables to be secured while not in use, so as not to provide a loitering spot. The motion carried with eight (8) yeas.

NEW BUSINESS

53. The Town Council will consider setting a public hearing for June 20, 2011, to amend the Code of Ordinances to prohibit parking on sections of Old Bath Road and Bath Road near the New Meadows Lake, and will take any appropriate action.

Councilor Watson commented on this item.

Councilor Watson moved, Councilor Wilson seconded, to set a public hearing for June 20, 2011, to amend the Code of Ordinances Chapter 15 to prohibit parking on sections of Old Bath Road and Bath Road near New Meadows Lake. The motion carried with eight (8) yeas.

54. The Town Council will consider setting a public hearing for June 20, 2011, to amend the Code of Ordinances to prohibit boat storage overnight in or on any navigable waters within the Town of Brunswick without being licensed or permitted to do so, and will take any appropriate action.

Councilor Favreau moved, Councilor Knight seconded, to set a public hearing for June 20, 2011, to amend the Code of Ordinances Chapter 11 to prohibit boat storage overnight in or on any navigable waters within the Town of Brunswick without being licensed or permitted to do so. The motion carried with eight (8) yeas.

55. The Town Council will consider adopting a Resolution authoring the submission of an application and acceptance of the award for Kestrel's \$300,000 CDBG Development Fund in order to complete the Phase II package, and will take any appropriate action.

Manager Brown explained this item.

Councilor Watson moved, Councilor Wilson seconded, to adopt a Resolution authoring the submission of the application and acceptance of the award for Kestrel's \$300,000 CDBG Development Fund award in order to complete the Phase II package. The motion carried with eight (8) yeas.

(A copy of the Resolution will be attached to the official minutes.)

56. The Town Council will consider a request for Sellers of Prepared Food on Public Ways for outdoor seating for Polar Bear Express at 206 Maine Street, and will take any appropriate action.

Councilor Favreau moved, Councilor Knight seconded, to approve a request for Sellers of Prepared Food on Public Ways for outdoor seating for Polar Bear Express located at 206 Maine Street. The motion carried with eight (8) yeas.

57. The Town Council will consider adopting the 2011 Cumberland County Hazard Mitigation Plan, and will take any appropriate action.

Councilor Watson moved, Councilor Favreau seconded, to adopt a Resolution of Adoption for the 2011 Cumberland County Hazard Mitigation Plan. The motion carried with eight (8) yeas.

(A copy of the 2011 Cumberland County Hazard Mitigation Plan will be attached to the official minutes.)

- 58. The Town Council will consider appointments to the Midcoast Economic Development District General Assembly, and will take any appropriate action.**

Manager Brown explained this item and recommendation.

Councilor Pols asked a question, to which Manager Brown responded.

Councilor Watson moved, Councilor Knight seconded, to appoint to the Midcoast Economic Development District General Assembly Denise Clavette and Gary Brown, and to allow MRRA to fill the third slot with a Brunswick resident. The motion carried with eight (8) yeas.

- 59. The Town Council will consider adopting the “Resolution Authorizing the Expenditure of up to \$160,000 from Unexpended Funds to Fund the Reconstruction of Lincoln Street,” and will take any appropriate action.**

Councilor Perreault asked a question, to which Manager Brown responded.

John Foster answered questions from Councilor Knight and Councilor Watson.

Councilor Wilson commented on this item.

Councilor Favreau commented on this item.

Councilor Favreau moved, Councilor Knight seconded, to adopt the “Resolution Authorizing the Expenditure of up to \$160,000 from Unexpended Funds to Fund the Reconstruction of Lincoln Street.” The motion carried with seven (7) yeas. Councilor Perreault was opposed.

(A copy of the Resolution will be attached to the official minutes.)

- 60. The Town Council will consider adopting the “Resolution Authorizing an Emergency Appropriation of up to \$459,000 From Landfill Impact Fees for the Purpose of Funding the Cover of Phase 3-A of the Graham Road Landfill,” and will take any appropriate action.**

Manager Brown spoke about this item.

Councilor Pols asked a question, which Manager Brown answered.

Councilor Perreault asked questions, which John Eldridge answered.

Councilor Watson asked a question, which Chair King answered.

Councilor Pols asked a question, which John Eldridge answered.

Councilor Perreault asked a question, which Manager Brown and John Eldridge answered.

Councilor Watson moved, Councilor Atwood seconded, to adopt the “Resolution Authorizing an Emergency Appropriation of up to \$459,000 From Landfill Impact Fees for the Purpose of Funding the Cover of Phase 3-A of the Graham Road Landfill.” The motion carried with eight (8) yeas.

(A copy of the Resolution will be attached to the official minutes.)

61. **The Town Council will consider setting a public hearing on June 20, 2011, for an “An Ordinance Amending Several Prior Bond Ordinances to Reduce the Amount of Bonds Authorized by those Prior Ordinances, to Advance Funds to Several Projects, and, As Necessary, to Ratify Actions Already Taken Under the Ordinances being Amended” and will take any appropriate action.**

John Eldridge addressed the Council on this item.

Councilor Favreau moved, Councilor Wilson seconded to set a public hearing on June 20, 2011, on an “An Ordinance Amending Several Prior Bond Ordinances to Reduce the Amount of Bonds Authorized by those Prior Ordinances, to Advance Funds to Several Projects, and, As Necessary, to Ratify Actions Already Taken Under the Ordinances being Amended”. The motion carried with eight (8) yeas.

62. **The Town Council will consider not exercising their repurchase authority on Lot 6 in the Brunswick Industrial Park, and will take any appropriate action.**

Manager Brown spoke on this item.

Councilor Favreau asked a question, to which Manager Brown and Councilor Pols responded.

Councilor Watson moved, Councilor Wilson seconded, to not exercise the Town of Brunswick’s repurchase authority on Lot 6 in the Brunswick Industrial Park. The motion carried with eight (8) yeas.

63. **The Town Council will consider approving the Teamster Local 340 (Public Works) Union Contract for 2010-13, and will take any appropriate action.**

Manager Brown explained the contract.

Councilor Atwood moved, Councilor Pols seconded, to approve the Union Contract for 2010-2013 between the Town of Brunswick and the Teamsters Local 340 Union (Public Works). The motion carried with eight (8) yeas.

(A copy of the contract will be attached to the official minutes.)

64. **(ADDED) The Town Council will consider setting a public hearing on June 20, 2011 for Maine’s Futures Grant and will take any appropriate action.**

Councilor Knight moved, Councilor Watson seconded, to set a public hearing on June 20, 2011, for the Maine’s Futures Grant. The motion carried with eight (8) yeas.

CONSENT AGENDA

(a) Approval of the Minutes of May 16, 2011

(b) Approval of the Minutes of May 26, 2011

(c) Approval of Games of Chance, Card Games, and Bingo License for the Brunswick Lodge of Elks, B.P.O. Elks #2043, 179 Park Row

(d) Approval of Utility Location Permit from Maine Natural Gas for installation of gas main on sections of Bath and Bridle Roads

(e) Approval of Utility Location Permit from Maine Natural Gas for installation of gas main on sections of Union and Page Streets

(f) Approval of Quit Claim Deed for properties located at Map 048 Lot 010 Sub 000 Typ 000

Councilor Watson commented on item (f).

Councilor Watson moved, Councilor Perreault seconded, to approve the Consent Agenda. The motion passed with eight (8) yeas.

(Copies of materials for items c,d and e will be attached to the official minutes.)

Councilor Watson moved, Councilor Perreault seconded, to adjourn the meeting. The motion passed with eight (8) yeas.

The meeting adjourned at 8:45 pm.

PLEASE NOTE: THESE MINUTES ARE ACTION MINUTES. THE ENTIRE MEETING CAN BE VIEWED AT WWW.BRUNSWICKME.ORG.

Debra L. Blum

Executive Administrative Assistant

June 6, 2011

June 20, 2011

Date of Approval

Council Chair