

MEETING NOTICE

The regular monthly meeting of the Ellsworth City Council will be held on Monday, September 18, 2023 at 6:00 PM in the Ellsworth City Hall Council Chambers

Meetings will be broadcast live on:

Facebook: <https://www.facebook.com/ellsworthme>

YouTube: <https://www.youtube.com/c/CityofEllsworthMaine>

Spectrum Channel 1303

AGENDA

1. Call to Order.
2. Pledge of Allegiance.
3. Rules of Order.
4. Adoption of minutes from the following meeting (s) of the Ellsworth City Council:
 - 08/21/2023 Regular Meeting Minutes **
5. City Manager's Report.
6. Committee Reports.
 - Reappointment of Jarad Wilbur to the MDI and Ellsworth Hiring Authorities
 - Appointment of Carol Martineau to the Historic Preservation Commission, term expiration 2025
 - Approval of Richard Will to be a consultant to the Historic Preservation Commission
7. Citizens' Comments.
8. Presentation of Awards.
 - Douglas Belletete for achieving Chief Officer 3 with the Ellsworth Fire Department
 - Andrew Weatherbee for 15 years with the Ellsworth Police Department
 - Sandra Abbott for 15 years with the Ellsworth Public Library

UNFINISHED BUSINESS

9. Charter update and potential action
10. Review of edits to the approved Mooring Control Ordinance requested at the August 21, 2023 meeting

CONSENT AGENDA

CONSENT AGENDA: All items with an asterisk (*) are considered to be routine and will be enacted by one motion. There will be no separate discussion of these items unless a Council member so

* ** - Consent Agenda items containing backup material.

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requests, in which event, the item will be removed from the Consent Agenda and considered in its normal sequence on the Agenda.

11. Council Order #091800, Request of the City Clerk for approval on the time polling places open for the November 7, 2023 State of Maine Election and City of Ellsworth Municipal Election as 8:00 AM. * **

12. Council Order #091801, Request of the City Clerk for appointment of Wardens and Ward Clerks for the four voting districts within the City of Ellsworth for the November 7, 2023 State of Maine Election and City of Ellsworth Municipal Election. * **

NEW BUSINESS

13. Public hearing and action on the application (s) for the following license (s):

- Provender, LLC d/b/a Provender, 112 Main Street, for renewal of a City Class C License (Victualer and Liquor) and renewal of a State Restaurant (Class I, II, III, IV), Malt, Spirituous and Vinous Liquor License. **
- Louise Joy and Thomas Joy d/b/a Edward Joy & Sons, 129 North Street, for renewal of a City Junkyard/Automobile Graveyard Permit. **
- James B. Card II d/b/a Jimbo's Junkin, 62 Kylies Way, for renewal of a City Junkyard/Automobile Graveyard Permit. **

14. Council Order #091802, Request of the Highway Foreman to award a bid for a hot top trailer. **

15. Council Order #091803, Request of the Harbor Master and Harbor Commission to amend the Harbor Fee schedule, Chapter 3a (fee schedule not subject to a public hearing) **

16. Public Hearing and Action on Council Order #091804, a request from the Finance Director to authorize \$8,680,000 of City Bonds to finance Sewer and Storm Drainage Improvements, with Pump Station Upgrades and \$4,900,000 of City Bonds to finance Water Main Replacement Projects. **

17. Public Hearing and Action on Council Order #091805, Request of the Fire Chief to establish an ordinance for the billing and collection of user fees and beneficiaries for Emergency Medical Services. **

18. Council Order #091806, Request of the Fire Chief to award a bid for the SAFER grant Recruitment and Retention Marketing Program **

19. Council Order #091807, Request of the Fire Chief to award a bid for the SAFER grant mobile LED sign trailer **

20. Council Order #091808, Request of the Superintendent of Schools and School Board to expend all or a portion of reserves already established including but not limited to Special Education, Student Transportation, and Minor Capital Projects.

21. Discussion and potential action on presentation from Heart of Ellsworth on a Main Street Application ** (Sponsored by Beal)

22. Discussion and possible action regarding an ordinance to govern panhandling (Sponsored by Lyons)

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* ** - Consent Agenda items containing backup material.

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23. A comprehensive look at homelessness in Ellsworth, the current situation and trends. Presented by area groups and GA Director. (Sponsored by Stein)
24. Discussion and vote to submit the following proposition to be voted upon at the next municipal election: 'Do you favor Ellsworth opting-in to cannabis permitting, including adult-use, medical, cultivation and/or testing facilities?' (Pursuant to Charter, Sec. 2.08- Submission of Propositions for Popular Vote) (Sponsored by Stein)
25. Discussion and possible action about the preservation of Ellsworth's water resources including recommendations for city actions relating to its Great Ponds, the Union River watershed, and our drinking water with presentation and data by area conservation groups. (Sponsored by Stein)
26. Councilor's Comments
27. Adjournment.

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Spectrum Channel 1303

AGENDA

1. Call to Order.
All present except Gene Lyons, excused.
2. Pledge of Allegiance.
3. Rules of Order.
4. Adoption of minutes from the following meeting (s) of the Ellsworth City Council:
Motion to correct TAN interest from 0.05 to 5.05% by T. Mote, second by C. Hanson, 6-0.
 - 07/17/2023 Regular Monthly Meeting. **
 - 07/25/2023 Special Meeting **
5. City Manager's Report.
6. Committee Reports.
7. Citizens' Comments.
8. Presentation of Awards.

UNFINISHED BUSINESS

9. Arbor Commission update and potential appointment of members. **
Motion to approve the following by C. Hanson:
Mary Blackstone
Jamie Lambert
Tabbatha White
Iain Drummond
Jay Barnes
Teresa Davis
Amy Reisman
Sandy Walczyk
Albert Harmon
Second by M. Beal, passed 6-0

CONSENT AGENDA

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NEW BUSINESS

10. Public hearing and action on the application for the following licenses:

- Margs Mex Ellsworth, LLC d/b/a Margaritas Ellsworth, 191 Main Street, for renewal of a City Class B License (Amusement, Liquor, Victualer) and renewal of a State Class A Restaurant/Lounge Malt Liquor, Wine, Spirits (Class XI) Liquor License. **** Motion to approve C. Hanson, second T. Mote, 6-0**
- Maine Organic Therapy d/b/a Curaleaf Maine, 3 Myrick Street – Suite B, for renewal of a Medical Marijuana Dispensary License including a City Victualer License. **** Motion to approve and allow City to sign state documentation by C. Hanson, second by M. Beal, passed 6-0**
- Pepper's Pub, 20 Water Street for renewal of a City Class B license and renewal of a State Class A Restaurant/Lounge liquor license. **** Motion to approve by M. Beal, second by T. Mote, passed 6-0**

11. Council Order #082101, Request of the Highway Foreman to accept the winter sand/Mineral Screening Bid.

**

Motion to award the bid to KJ Dugas as presented by T. Mote, second by C. Hanson, passed 6-0

12. Council Order #082103 Discussion and action on a proposed ordinance to provide controls on the use of illegal moorings and anchorages on Great Ponds within the City of Ellsworth. The proposed ordinance establishes a Mooring Control Area and provides provisions for allowed activities within this area. ******

Public Hearing: Patty Hamilton, Jennifer Willey, Lane Rowe, Andy Hamilton, Fred Beyer, Christopher Derr, John Linnehan.

Motion to approve with amendments to commercial use, temporary anchorage, business as owners and dates of effectiveness 'open water season' only, by D. Hamilton, second by M. Beal, to be effective 1/1/2024 (DH, MB second amendment), passed 4-2 (C. Hanson, S. O'Halloran) including an amendment to be effective January 1, 2024 (DH, MB)

13. Council Order #082104 Request of the Code Enforcement Officer to take property located at 16 Central Street by eminent domain by way of an Order of Condemnation. ******

Motion to take property located at 16 Central Street by eminent domain and demolish as requested by C. Hanson, second by M. Beal, 5-1 (S. O'Halloran)

14. Council Order #082105, Request of the Fire Chief to accept the EMS license granted by the State of Maine EMS office as a transport service at the Basic EMT level, with permissions to the Advanced EMT level to take effect August 22, 2023. ******

Motion to approve by C. Hanson, second by S. O'Halloran, passed 6-0

15. Discussion on City Charter review and updates. (Sponsored by Hamilton) ******

Return with election wording up to state code and revisit 9/18 for November 2023.

16. Discussion and possible action on City Manager hiring process (Sponsored by Mote)

17. Discussion on a public works director role and current staffing of the department. (Sponsored by Hanson)

18. Councilor Comments

19. Executive Session pursuant to 1 MRSA §405, 6. A. for personnel matter to discuss contractual issues for appointed officials. **Motion to enter by C. Hanson, second by J. Stein, passed 5-1 (S. O'Halloran opposed) Motion to exit by C. Hanson, second T. Mote, passed**

20. Discussion and action from the executive session.

21. Adjournment. **Motion by T. Mote, second by M. Beal, unanimous**

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City Council Meeting Minutes August 21, 2023

Dale Hamilton

call this August 21, 2023 meeting of the Ellsworth City Council. All councilors are present with the exception of Councilor Lyons and we wish him well he's under the weather right now. Pledge of Allegiance

Dale Hamilton

item three rules of order- we follow Robert's Rules of Order and all of the rules that are adopted during the organizational meeting and or after that time.

Dale Hamilton

Item four adoption of minutes from the following meetings of the Ellsworth city council 7/17/2023 regular meeting monthly meeting and 7/25/2023 special meeting

Tammy Mote

I would like to make an amendment to item 14. In the minutes it states that the interest rate for First National Bank was at a .05 I wish it was but it's 5.05%.

Dale Hamilton

Is there a motion

Casey Hanson

move to approve with the amendment.

Tammy Mote

Second.

Dale Hamilton

All those in favor? Unanimous

Dale Hamilton

city manager's report and just before we get started, I just want to say happy birthday to the city manager whose birthday is Thursday.

Glenn Moshier

Good evening Council. I have a list here so I'll try to be as brief as possible. Just to start out with an upcoming closure announcement so City Hall will be closed on Labor Day, Monday September 4 to observe the holiday. The Christian Ridge Road will be closed except for through traffic tomorrow, Tuesday, August 22 starting at 6am. Local traffic will be allowed to utilize the road there will be signage

including detours sign to get folks around. The reason for the closure is a safety concern. They're working in the intersection with the Bucksport Road and it's going to be difficult and unsafe for them to have traffic proceeding down the road so it should be just a one day closure. Real estate tax bills are now available to view and pay online through the online service services page on the city's website or in person at City Hall. They have gone to the printer and they should be out in the mail either tomorrow or Wednesday. Nomination papers are available here at City Hall at the clerk's department. Papers are available for two city council position seats two school board seats and two library trustees. Papers must have 50 to 100 valid registered voter signatures and must be returned no later than September 22 to the clerk's department. The comprehensive plan updates. The survey is now available on the plans social pinpoint website accessible through the city's website. Comprehensive Plan subcommittees will begin meeting this week to discuss various topics and the public is encouraged to attend. More information can be found on the city's website and social media page. Thank you to those who contributed to the Backpack For Kids program this year. And a special thanks to Tina Vanadestine for organizing the event. A year round donations can be made to this program and the Christmas for Kids program online or by mail address to the city clerk's office or in person at the City Clerk's Office or through donations of redeemable cans and bottles dropped off at the transfer station for cans for kids. And finally I just wanted to let the public know that the areas that have been milled on State Street Water Street and East Main Street at the upper light all will be paved the week after next.

Dale Hamilton

Item six committee reports. Any counselors attend committees?

Casey Hanson

Glenn just said this, but I just reiterate the subcommittee's of the comprehensive plan are starting to meet. And I'm not going to read out loud when they all are. But I'm just going to say what the titles are. So in case people are interested recreation, housing, population and demographics, economy, marine resources, public facilities, agricultural and forest resources, transportation, water resources, historic and archaeological resources and natural resources. So as Glenn said, look on the website or social media, and you can find all those dates, so we hope a lot of people will come out and give their input. And then I just want to say one thing from the Communications Committee, which is that Maura is really putting excellent wonderful posts up on Facebook and Instagram. I personally am finding it so useful, the things that she's putting up. So I just think she's doing a great job.

Dale Hamilton

Question of the day, is there an opportunity? If people can't attend those? Can they submit comments? Is that going to be happening now? Or in the future?

Casey Hanson

Yes, maybe Matt can answer that better than I can.

Matt Williams

Yeah, so the comprehensive plans had a website that is accepting digital or virtual comments for a while now. But people can still go on there and go on the vision board or do the survey and interact with the comp plan in that way.

Jon Stein

Recreation Commission met last week. A lot of exciting projects in the works, but they wanted the public to save the dates for the Holiday Parade, which will be December 2, with a rain date of the following day, December 3, the tree lighting celebration will be November 25, 2pm to 5pm. Somewhere between parking lot out here and parklet. We haven't quite decided yet.

Michelle Beal

The harbor commission met last week. And they're very excited. They received a letter from Senator Collins, and our project for the dredge \$5 million has been included for the project in the fiscal year 2024 Energy and Water Development appropriations bill doesn't mean we definitely have it. It still has a few more steps to go. But it's a great step forward. And we may be able to use the harbor, even on low tide would be great.

Dale Hamilton

Any other committees? All right, Item seven citizens comments. So this portion of the agenda where citizens can comment on any item they wish, if it is an agenda item, we'll call you at that time, you have a chance to do that. But if you'd like to speak on any non agenda item this evening, you can go to the podium state your name and you have about three minutes to do so.

Fred Byard*

Hi, I'm Fred Byard. 9 American Ave. I had gotten it's neither of these are agenda items. So the mostly request one or on the voting that we have to do for to approve the school budget. Can we just dispense with that? And have you guys approve it? Yes, you can. Don't shake your head? it's not mandated by the state.

Dale Hamilton

It's part of the referendum that took place. Every three years. The voters make a decision about whether they want to continue with voting on it or whether they want the council to do the approval. And this year, it was on the ballot and it passed to continue to have the voters participation. So the next time that will be up will be three years when voters can turn out and make that decision.

Fred Byard*

Okay, well, I looked at state statutes. We don't have to do a three year referendum if we are not in regional school. At its port, when talking about budgets, it goes in the back goes into budgets for regional schools and they threw in that for regional schools and must pass a referendum every three years. So anyway, but the actual going and having having a run on election for the people to approve the school budget. Can we just dispense with that? I mean, there's no requirement for it and the turnout is is relatively low. And there is very well that's I don't want you to drag this on. You have more important things to worry about. and are just wondering without the state of our roads being as they are, several years ago, the council was presented with a study that showed in excess of a million dollars should be spent to bring our roads up to some standard, whatever. And in lieu of that, in lieu of the whatever infrastructure funds we've received, could we say some something from? from City Hall, it tells us what we've done with the infrastructure, funds, and maybe then what they're doing to address our shortfall and smooth roads. And because we, we know, there's money for infrastructure of roads,

and we know the roads need help, and we we get smattering reports of what some of the projects that had been done with the sewer pumping station thing that was done with infrastructure funding. I just love to see a report that says, here's how much we have, and oh, God, and this is either what we're planning to do with it, or what we have planned on it. Because I don't think anybody out there knows.

Dale Hamilton

Maybe next meeting we can.

Glenn Moshier

I would also encourage you to attend the local roads meetings when they have a local roads meetings, because they in those meetings go into great depth about priorities, and what roads, you know, meet the what levels of need, and how to prioritize those. And during those meetings, they go over specifically, what's been funded, what needs to be funded in the future, and what some of them those monies are being spent on. We can certainly provide some level of detail on that.

Fred Byard*

Okay, that'd be great. So for roads and maybe changing our budget, I really don't think we have to go through an election or through the school budget when final authority rests with you anyway. And practically speaking, when it comes to you, you either make adjustments, and they go back and change it and we have a final once the council has come with, here's our here's our latest figure of well, I've only been here 10 years. I just think we'll be just get rid of this. Save some clerical funds. Okay, on that. Thank you.

John Linnehan

Good evening councilors. I'm John Linnehan 157 shore road here in Ellsworth. And I'm running for the Ellsworth City Council this year. Because I'm very concerned about the finances here in our city. And I'm gonna say right up front, I do not want the job. But I believe you need somebody with my skill set that can one the council that can budget, prioritize, and get a handle on our finances. I've talked with another businessman in town, I'm encouraging him to run, I hope that he runs as well. And I hope I can find one more. Because we definitely need people that can get a handle on our finances. I was employed businesses where I had 250 people and directly and another 1000, indirectly. City Ellsworth I think has 100 150 employees. And so I believe it's a small job compared to what I'm used to running like that. It's a matter of prioritizing, watching finances. I'm very concerned with the increase in taxes for this year. I think it's a tough economy out there. I don't know how many of you people get out with people like I do. But people are struggling financially. And we can't keep increasing our taxes here in the city of Ellsworth. And it's a big burden on the people that are here right now. So that's my statement. I hope we can get one more person on there. I'd like to thank Council Halloran, who has been a steadfast person and voting against spending money on the council. And I believe we need more people with his mentality financially on Thank you very much.

Dale Hamilton

Anyone else like to speak? Seeing none. Item nine Arbor commission update and potential appointment of members.

Casey Hanson

So we have chapter 43 tree ordinance which establishes an arbor commission. Arbor commission. She I'll consist of nine individuals appointed by the city council. And so happily, conveniently, exactly nine people have applied to be on the arbor commission. And hopefully everybody's had a chance to read the statements of all the applicants. It's an incredible amount of work. What's the word I'm looking for, like expertise, arborists and people with forestry degrees. And I feel very grateful that there are so many people in our city who are willing to be involved and help us create more green spaces and and take care for the trees that we have. So I guess unless people want to talk about it, I would just make a motion to approve the nine people who applied.

Michelle Beal

Second,

Dale Hamilton

motion second discussion.

Jon Stein

Huge amount of talent. Thank you.

Dale Hamilton

Can we vote for the nine? Once they're on? They're on. All those in favor? Unanimous. We have a commission.

Dale Hamilton

Consent agenda there are no items for the consent agenda.

Dale Hamilton

New business item 10 public hearing and action on the application for the following licenses. Margs Mex Ellsworth LLC DBA Margaritas Ellsworth 191 Main Street for renewal of a city Class B license amusement liquor, liquor victualer and renewal of a State Class A restaurant lounge, malt liquor, Wine Spirits, class 11 liquor license, I'm assuming Everything's all set with all of them. Okay, so that's public hearing open the public hearing. Public Hearing is open. If anybody wishes to speak on this, they may do so at this time. Seeing none, I'll close the public hearing public hearing as closed.

Casey Hanson

move to approve.

Michelle Beal

Second,

Dale Hamilton

motion and a second. Any. Any discussion? All those in favor? Unanimous

Dale Hamilton

Maine Organic therapy DBA Curaleaf Maine, 3 Myrick Street Suite B for renewal of medical marijuana dispensary license, including a city victualer license. This is a public hearing open the public hearing public hearing is open. If anybody would like to speak on this. They may do so at this time. Seeing none I'll close the public hearing is closed.

Casey Hanson

Move to approve.

Michelle Beal

Second

Dale Hamilton

motion second. Any discussion? All those in favor? Unanimous. Peppers Pub 21 Water Street for renewal of a city Class B license and renewal of a State Class A restaurant lounge liquor license. It's a public hearing open the public hearing public hearing is open. If anybody like to speak then we do so at this time. Seeing none I will close the public hearing public hearing is closed.

Michelle Beal

Move approval

Tammy Mote

Second.

Dale Hamilton

Motion is second. Any discussion? All those in favor.

Dale Hamilton

Item 11. Council order number 082101 request of the highway Foreman to accept the winter sand mineral screening bid.

Adam Wilson

Good evening Council. On July 5 We sent out for requests for proposals for a screening our winner sand and I road gravel. We only had to return I believe you have everything in your packet. Do this was the low bidder at point 4.85 cents a yard for sand and 4.85 yard for gravel. It's up 26% From what it was last year.

Jon Stein

Is this ever a thing that the city's debated doing themselves not outsourcing or is it required to praise machinery?

Adam Wilson

A huge machinery at a huge cost and licensing? Training.

Tammy Mote

We use our own gravel and they just come in basically sift it out. So as we're still using our dirt. Do we have enough put up right now that we could reduce this a little bit? Is this going to overdraw the budget?

Adam Wilson

Yeah, so a little bit. If we fulfill the whole contract, it will overdraw it by \$12,750. We are sitting on about 2000 yards from last year that we did not use Okay, so we could use what was on our bank and only screen 8000.

Casey Hanson

Do we usually try to keep some in the bank?

Adam Wilson

We do, because you never know how much Mother Nature is going to be, you know, one winner could be super easy. And the next one will could be hard. And it's a huge amount of difference of screening it in the wintertime.

Glenn Moshier

We also have some, some dirt roads that need some attention. So because Adam and I had talked and we looked at the budget, and we talked about reducing the screen gravel portion of it for the road gravel. But then, in our conversations, the realization is that we have some gravel roads that we really need that that additional gravel for so our thought was we would take the additional 12,000 for that screened gravel out of local roads. compensate that shortfall in the in the budgeted amount for the road.

Steven O'Halloran

plus gravel is a byproduct of producing the sand Correct? Correct.

Adam Wilson

But it's totally it's a different process. So the sand when they screen that it's down to like a half inch screen. And the gravel is a two inch screen so I mean it's it is a byproduct but you'll still have to go through the same process I get the term travel

Tammy Mote

Move to approve the request of the public works foreman to award the 2024 mineral screening contract to KJ Dugas as presented the contract amount be funded from the highway department operating budget account 1030300 Dash 53031

Casey Hanson

Second,

Dale Hamilton

motion a second further discussion. All those in favor. Thank you.

Dale Hamilton

Item 12 Council water number 082103 discussion and action on a proposed ordinance to provide controls on the use of illegal moorings and anchorages on great ponds within the city of Ellsworth, the proposed ordinance establishes a mooring control area and provides provisions for allowed activities within this area.

Matt Williams

Not the first time you guys have seen this, I think. But we're back again. And this is a new draft based off of previous editions of an overnight mooring and anchorage control ordinance that the city has looked at before. It's taken some influence from other municipalities that recently passed similar ordinances. And as you can see in your drafts, this kind of goes over to new definitions, including commercial purpose and allowing establishing a mooring control zone. And then restrictions on where these moorings can be at all times and that particular ban on overnight moorings, and anchorages and some exemptions to that an enforcement would be through the police department with civil penalties for disobeying. So we've received a lot of public comment already. I do have some ideas for additional changes to this by figuring out which you will ask questions and discuss first, and we can go from there.

Dale Hamilton

Yeah, so what I think we'll do, since it is an ordinance and as public hearing, I'm going to open the public hearing, let the public make their comments. We'll close the public hearing and then we can engage in our discussion and that way we'll have all the feedback from the public to consider in our deliberations as well. So this is a public hearing I'll open the public hearing, public hearing is open. If you'd like to speak on this you may do so you will have three minutes and I will time it we have a lot of people here so I'm assuming there'll be a lot of comments. So just come to the podium state your name and express your views

Patty Hamilton

Good evening. My name is Patty Hamilton 493 Scott's neck way. I want to thank the council and particularly planner who has put a lot of time and effort into this ordinance i think it will do several things it will help to make all the lakes the same in the city so aligned branch and the other half of green and all the lakes, it will help protect, like water quality. And it will ensure access for all people. Places that are currently off limits where people feel like they can't go, when they will be available so that they, everyone can have an opportunity to enjoy all the lakes. So thank you again very much for the opportunity to explore this game tonight. Thank you

Jennifer Willey

Hi, there, I'll be brief. Jennifer Willie, 439 Scotts Neck way. And I believe this ordinance is necessary. Moving forward to keep our natural resources, meaning our bodies of water in Ellsworth, safe and clean. Right now anyone can go and drop a Home Depot bucket full of cement, and put a mooring on it anywhere they want. And this is littering. It's ruining our lakes. And it's only going to get worse as time goes on. More people more people want to recreate and it's time for the City Council to take action. You have the responsibility to keep our natural resources clean and safe for the future. So I encourage you to vote yes, on this ordinance, thank you.

Elaine Row

Elaine Row 477 Scotts neck way I want to reiterate, are being thankful I can't really come up with the right words. But anyway, thank you very much for all of the work on this ordinance and all the other attempts to try to get a handle on this problem. I just wanted to just not only echo what everybody else has said, which I won't repeat, but also just thinking about the idea that you can have a public space, a playground, a park in the city, state park, a national park, and the idea that you would go and put in a little shade Shack and just leave it there. And for you to use whenever you want or not. And it just there. I would think that most of you would think well that that's not going to be allowed. And so this is the same thing. This is a public space, we completely agree. We welcome all the boaters all the people that want to utilize the lake. But the idea that you can, as Jennifer said, fill up a bucket and drop it, have a mooring put a float with a little house on it and just leave it all year long, all summer long. Excuse me. And so people who otherwise would might like to use that space can't because they've got to navigate around now a permanent structure in a public space. So I would like you to vote yes, for this ordinance. I think it's smart. It aligns our lake with some other but the other municipality that's governs the lake and plus that it's even across all of the lakes in elsewhere. So thank you for your time. Really appreciate it. I know all of this is a difficult decision for you. But I would appreciate your support for the ordinance. Thank you.

Dale Hamilton

Anyone else like to speak?

Andy Hamilton

Mr. Chairman, members of the council, my name is Andrew Hamilton. I reside in Bangor, but I am blessed to have property in Ellsworth. It's a very fine city with very fine management, great council. But one of its strongest assets is its geography. And Geography contains a number of lakes. You have the chance to avoid what has happened in some of other Maine lakes where we haven't taken the care of that Ellsworth has. And I gotta tell you that relates to property values. And property values relate to taxes and taxes relate to how you fund the budget for the schools. And just as folks who are elderly don't require school services. Folks who own shorefront property don't require much for services in the city of Ellsworth. So what I'd like to do is express my appreciation for the drafting of the ordinance. it was suggested that I had something to do with it. I didn't. But I sure am pleased with the work that the staff has put into this. There is public access to the great ponds. But as the Deputy Commissioner IFW Tim Peabody said, it's for reasonable use. Within the 200 foot headway zone, municipalities get to define what reasonable uses, whether it's a matter of operational boats, whether it's imagine a map, a matter of parking, structures such that boats can operate, whether it's a matter of depriving the public that has traditionally used that code, beachfront property, but is not you can talk to Lake users and Lake owners on Green Lake and anti you for that structure. They're they're not using the code, they choose not to go into that code. So it's a matter I think of having equal access to the public. What I'd like to do in closing is present the originals of the petitions that we've sent electronically, so that the city clerk will have those for the records of the city council. And with that, I'm concluded.

Dale Hamilton

Anybody else like to speak?

Fred Byard*

Just a quick question on enforcement, where it says, you have 90 days from the date of the enactment to come into compliance. Does that mean I can plump my vote illegally in June? And it's taken out in the end of August and not worrying about the 90 days impinging upon my use? And I don't have a boat, it doesn't affect me. I don't want to do it. It's just, I'm just curious about the 90 day

Dale Hamilton

well, we'll address that when we get into the discussion. Thank you.

Christopher Derr

Counselors, Christopher Derr, live in Ellsworth. My family has a licensed sporting lodge on branch lake, which is considered a commercial venture, I'm registered Maine fishing guide, recreation guide, hunting guide. And you can use watercraft for all three of those. So mooring that I would be using for those activities would be considered commercial and would not be allowed under this ordinance. Another thing is been a lot of talk about things on the water. But there's no seasonality, there's no timeframe for this ordinance to say, April 1 to December 31, you know, during the open water season, because an Ice House meets the exact definition that's in there for, for what's been defined as a watercraft and floating. So, you know, it's all on how you want to look at it if it's floating on liquid water or floating on frozen water, that definition and, and language in this ordinance is quite broad and can be interpreted. In that way. Should somebody decide to want to go that route? Again, I think, you know, but following the process, the original draft made no mention about personal use only. So I found it pretty striking that city councils want to discourage guys from operating on the great ponds and Ellsworth and to discourage anyone that is renting out a place that's on the waterfront and also people that do Airbnb rentals that may or may not have their own boat, they rent out or utilizing rental boats from citizens in Ellsworth or out of Ellsworth. That seems to me that that would fit under a commercial mooring. It was being used for that purpose as well. So like, everybody just to consider that aspect of this ordinance. Overall, again, there's been multiple drafts, multiple meetings. And so wondering when the time may come to decide that it's not worth pursuing this ordinance anymore and to make a final decision on that. Thank you,

Jon Stein

Chris. Yes, I have a question. For commercial operations, guided fishing trips, hunting trips using the lake commercial aside with the effects of not being out between midnight and 4am affect those trips as well.

Christopher Derr

I mean, it can during summer it was in the summertime it obviously would have an impact. You know, fishing trips tend to want to start early in the morning. And you're targeting certain species and other species, you want to stay out later in the afternoon. And as long as you have the appropriate lighting on your boat, there's nothing that allows you to have to come in, after after sunset. So, you know, that is one issue that I don't think that's the major issue with the ordinance. But you know, that is something as well,

Dale Hamilton

you wouldn't be you wouldn't be moored?

Christopher Derr

the boat would be it would be moored to the dock. So under this definition, I believe that can is considered moored or or anchored.

Dale Hamilton

But I mean, in terms of if you're traveling, this doesn't require the

Christopher Derr

timeframe part not as much, it's more of the overnight. And, and it was also mentioned some other towns and Dedham just recently passed an ordinance as well. So, you know, I just wonder if this passes. Now, if there'll be revisions, Dedhams is actually quite a bit more restrictive. If you can't go within 100 feet even during the day to anchor for any reason whether you are fishing or anything that 100 foot mark is a no go zone. Their ordinance was a little more descriptive as far as affording shorefront owners, you know, moorings based on the amount of lakefront property they have, but you know, I think also just another thing is, you know, people that own property are landowners, not water owners, and that's, to me a really big sticking point for this ordinance in general.

Dale Hamilton

Other comments?

John Linnehan

Good evening councilors, John Linnehan 157 shore Road in Ellsworth, have here a constitution of the United States and the state of Maine constitution. just an excerpt from the preamble to the Constitution. And I want to focus on one word, the word liberty. We the People of the United States in order to form a more perfect union, and secure the Blessings of Liberty to ourselves and our Posterity, do ordain and establish this Constitution for the United States of America. To me, this ordinance is excessive. It's not necessary. And it's an overreach of what our original founding fathers established. They established a constitution, they established the republic with the idea of limited government. And the more ordinances that we put in, as a city, state or nation, it's encroaching on the liberties of our original founding fathers intended, I encourage you to vote no on this. And no, no amounts of revision to this ordinance, where I'd be in favor of I think it's an unconstitutional violation of the liberties that we already have. Thank you very much.

Dale Hamilton

Last Chance Okay, close the public hearing. Public Hearing is closed. Counselor. Matt, you probably will want because we're gonna be asking your questions, I'm sure. So I'll just begin for not my comment. But I spoke with Gene this morning. And I just wanted to relay some of his questions and concerns to make sure that it's voiced I think it's important to have all views out here. And since he couldn't be with us this evening, and things only fair. And as similar to the point that Chris just made related to commercial use. We also have some campgrounds on lakes, that they may have swim floats and other things that are there more. So I guess I wanted to ask you that mat around. That's a concern

around the commercial application, to your question concern, and also to Councilor Lyons who raise that as well.

Matt Williams

No, I mean, so based on Chris's written comments prior, that was a good point that he brought up. So it was a part of this definition of commercial purpose to kind of tighten that up to specify what kind of commercial purposes we would not want to encourage overnight or long term moorings for versus ones that wouldn't be acceptable to the city.

Casey Hanson

In a addition to the thoughts that have been brought up above the dates and commercial, which I think all need to be hashed out. I'm generally in favor of coming up with an ordinance that protects the lake that protects the beauty of the lake that keeps a million Home Depot cement filled buckets off the bottom of the lake. But I feel the same way I felt last year, which is that I won't vote for an ordinance that gives shorefront property owners special rights. And I know there are a city I know it's a permissible use. But I think one of the best parts about living in this state is that we really take seriously that the natural resources belong to everybody. And I am a also a shorefront property owner and the water doesn't belong to me and I don't think it should.

Michelle Beal

I just would like to say that it isn't fair that a person from the public can go and put two or three mornings in in a cove and prevent anybody else from using it. It shouldn't be allowed. It's a it is a public place. And the comment about we wouldn't allow someone to go to Knowlton Park and put a summer shack in there to live in for the summer and have a de facto summer home in our park. It's the same thing for the lake. It just it, it doesn't make sense. It's not good for the lake to do things like that. The people that own the property around the lake, pay a lot of money in taxes, and they should be able to have their dock, I'm sure I don't know if you have a dock where you are in your shorefront. But if they have a boat and a way to keep their boat, I mean, that's just that's a privilege of paying the taxes and paying having the property. A person that puts a mooring out there doesn't pay taxes, they don't provide anything to the city of Ellsworth to help with that lake. You know, there's there's bathrooms as a lot of things that that landowners have to protect that lake and a lot of it pieces on ordinance or you know, the requirements that they have even on how they can keep their property in order to protect that lake. So to be able to have a mooring and claim a piece of the lake without having any responsibility to that lake isn't. It's not right.

Matt Williams

I would just add that, you know, when you buy that shorefront property, there's kind of an expectation that you have the right to house some type of recreational boat or vehicle for the lake there like a swim float. So, discussion for the council. But if you wanted to restrict that to a certain space for the shorefront owner, and not give them the whole 200 feet, you could but I think the expectation when you buy shorefront property is to have access to use a boat or something like that.

Jon Stein

The concern seemed more that views were, in your view, well, views of other moorings and overnight boats and people taking up space that didn't own property there.

Matt Williams

Well, I think that a counselor Beal is correct and saying that if you just have a mooring for anybody can just drop by and leave it they are taking up space then themselves. You know, I won't say the views or anything like that went too much into my thought process with the ordinance. But

Casey Hanson

can I ask one more question. Last year, when we were having all this discussion someone wrote in to me because they don't own shorefront property, but they do like to go out on their boat spend the night on their boat anchor like with their grandkids. And so it seems like that would not be allowed with this

Matt Williams

No, I would not generally encourage overnight stays on a boat, just the waste, trash, that sort of thing. That's not really regulated anywhere else in our ordinances. So be tough to make sure people are actually doing what they're supposed to do with those sorts of things.

Dale Hamilton

far as the commercial aspect, it seems reasonable that if if somebody owns property, and they have a commercial venture that would be treated similar to the residential that they could have their moorings and and have access to the water the same as a residential owner. So that that that could happen. It's, for me, the question really comes down to is what are we what are we preventing? And so I start with are we preventing the access that to the lakes, to the ponds? And the the answer is no. The ordinance doesn't prevent anyone from using the lakes and ponds as they do now, it simply addresses the overnight mooring the leaving, setting up a mooring leaving whatever vessel houseboat float, you name it in, in the lake in close to shore, which can create hazards and property owners have their moorings by their properties. And so for me, that's that's where I'm looking at this ordinance in terms of are there larger issues here in terms of the access, there isn't. This ordinance does not prevent people from having access to the to the lakes, it just simply requires what they do now is removing that, that craft. At the end of the day, I think 9pm, but by the ordinance. And then the other the other piece is I hear what you're saying in terms of the concern about property owners, I do think that there's there's a vast difference in terms of owning property and being able to have your boats moored or anchored or on your dock. That's part of where you live. And your ability to do that. You also have control of the whatever you're mooring, you have the responsibility and control for it. And it's in a place where you're, you're watching it and protecting it. Somebody who doesn't have any property is leaving something in the water that can break away that can cause damage that can get in the way of other vessels. It's at night, there's no restrictions in terms of any responsibility for those owners. So I think there's that safety aspect too. So ultimately, for me, it's it's what what is being restricted? What are we preventing access for people on the ponds after 9pm. And I haven't yet to hear anything where that that restricts it if somebody has the appropriate lights, and they're on the water after nine, this doesn't prevent them from doing it simply prevents them from mooring that craft and leaving it overnight. So I guess that's for me, I

would be very interested if I'm missing something what what's being restricted, I would like to understand that better.

Michelle Beal

I think also, we're also being very fair, in putting the same restriction on the property owners as we are anyone else is the the commercial piece of this is to prevent people from putting boats out there and anchoring them also along and using them as an Airbnb, that across the board, including that that's the commercial piece. And so I agree with Mr. Derr, I would not ever want to have anyone not be able to run their business that they're, you know, they're on the land. And they're had that ability to have their business and never discourage someone with that that type of a business but to start filling up our lakes, and we've seen it in the city now. I mean, the city has over 500 Airbnbs in the neighborhoods, I mean to have that start coming into the lakes, and people lining up the lakes, along the shore with boats and then getting 500 bucks a night to stay on a boat and as an Airbnb is it's it's just around the corner. And it's the reason why other municipalities are stopping these types of things is to prevent that. We don't do it now we're going to end up doing it later, because it's coming. There are already people that would like to do it.

Jon Stein

I think that that is something that has happened on western Maine, they've seen Rangely Airbnbs popping up, I don't think that's something that we want. Here. I think we're walking a balance between protecting watershed protecting Lake and allowing reasonable access. The only thing that I would speak to your point, hearing back from some Maine guides, saying that there are some instances where commercial guided trips, we need to more outside of those times selected guides are it's a special business, they sort of follow their own code of ethics, which is a responsible usage of of Maine's resources. So I don't want to see any restriction put on being guides on hunting, those are good commercial operations that bring money into our area into the state and our responsible use of the lake. So I just I just want to make extra sure guides are not going to be put out by the need to moor after hours, who the spirit of the thing is people shouldn't be staying there. There shouldn't be housing, there shouldn't be Airbnbs on the lake. But outside of that, there are probably some uses for guided trips for commercial operations like hunting and fishing trips that could fall outside of those as well make sure we're protecting those as well as protecting like that.

Dale Hamilton

you ever thought in terms of language that might help with?

Jon Stein

Well, I'm no lawyer? Yeah, I wonder if there's some sweeping statement we could make about that licensed commercial guided industries, if that is a differentiation?

Matt Williams

Yeah, I mean, this is something that I thought about and kind of struggled to come up with a better definition of because, again, if you're renting your house as an Airbnb, but then the rental of a boat that comes with it is also attached to that. If it's a separate agreement, if you're renting the house and the boats part of it, I want agreement, I could say like, the rental of the boat is, you know, accessory to the

rental of the house. And so trying to make like an accessory use kind of thing. Like if you're a guide, someone's paying really for the guide service, and the use of the boat is accessory to that guide service. But then, but the rental of that boat for the rental house is a separate agreement from the rental of the house. And as a rental, the boat as a primary rental is much clearer.

Jon Stein

Semantics, I think we're getting on the same page about the spirit of the thing.

Dale Hamilton

So you're saying you understood that? Yeah.

Michelle Beal

Since we're just trying to stop overnight, sleeping on the boat, if we just put the commercial in somehow saying that, for overnight dwellings? I mean, wouldn't that that would take care of Mr. Derr. He could use it for commercial, like the definition of commercial.

Matt Williams

I did think about that. And I had it actually on my new draft of it. And I decided I didn't like it. And I can't remember why I decided I can try it again and see if it comes back to me.

Michelle Beal

Because again, I think that that would be more fair, because it's everyone it would even be the you know, the homeowner that wanted to put use their boat for an overnight rental commercial rental, that they have that personal boat, it would, it would prevent them from doing that also. So it'd be more fair rent all around.

Matt Williams

Just one more thing that we haven't talked about yet. I've added in my new draft they allowance for temporary anchorages that may be placed within the mooring control area. So if somebody is just fishing or wants to sit out in the lake for a little bit, it's not the same as the mooring. It's not permanent. You're just dropping your anchor it would allow for that. Which the draft you have currently doesn't in the language that I chose. So just changing that to allow for a temporary anchorage as well.

Casey Hanson

Ours does have that temporary is four hours. Is that what you

Steven O'Halloran

I just want to throw out many prongs to this issue. We have ordinances in Ellsworth currently, that are not being enforced. And if this ordinance passes, or one like it, or one similar to it, or something with the same spirit, it isn't an iron clad pass, because now you have the enforcement leg of this whole problem. So someone in violation of the ordinance can be in violation and violation and violation. And that's another whole can of worms, I believe. I don't like this document, because it jumps all over the place. However, I appreciate all that's gone into it. And we have to have a starting point to twist and maneuver and accomplish what we want. But I think really we're getting down to we're trying to accomplish better

behavior between the sportsman swimmers float people. This overnight ordinance this overnight, house boat that's been a problem that is stuck in one place and not moving around the lake. I'm not in favor of ordinances but I'm very much in favor of corrected behavior. And I'm not sure that we've ever asked for better behavior from the people with septic systems around our lakes, from the people that are driving their cars out on the ice, from the people that are mooring a boat to be an annoyance to property owners property owners are paying a lot of money in taxes and not getting much for it. So I understand supporting that but I think this is a huge can of worms here and I I would think that we would address more than just the mooring the Ice House the the cars on the lake, the seepage of of sewer into the lake from older camp septic systems. This is a big thing here. And this is an this is all is driven by behavior of a certain few and I think we need to ask that behavior of the certain few improve because enforcing an ordinance is going to be pretty difficult

Michelle Beal

I don't see where it says that you can anchor it all that four hours is as a definition but it's not used in the in the ordinance that I'm looking at.

Matt Williams

So current also under the mooring control for all moorings Anchorage is Article four 4.1 talks about that mooring slash anchorage has been replaced by the shorefront property owner or another individual with the shorefront property and has written permission and a mooring slash anchorage shall be placed in the mooring control area directly adjacent to the owners property. I mean, just reading that it kind of suggests that you have to be a shorefront property owner or have their permission to place an anchorage to so I just wanted to clarify that by adding a section that says

Michelle Beal

I didn't take it that way. So yeah. So there's nothing here that says that a person can only anchor four hours. It just provides a definition. But that definition. I've read through this and there's no temporary requirement.

Matt Williams

Yeah, I think in a previous draft, it was used to look out for temporary, whatever was used.

Michelle Beal

So if a person wants to sit out there and anchor and fish for most of the day, like my husband probably would, then he can he can do that. I don't need stay in one spot. But yeah. Okay.

Steven O'Halloran

The other thing that I forgot to mention is, ordinances should be city wide. If we are going to have one in my opinion, not just sections of the city. I'm troubled by that. We have the union River. Okay, we have waterfront there. Nobody's mentioned Graham Lake, which is a big fishing hunting lake. I realized that's part of it. But I don't know if it really comes into it under the Great Lake, because it's manmade pond. Well, I don't know if it comes into that or not, because it's man made like Leonard Lake, I think that and you have you have the waterfront down here. So I just would like fair treatment for all not fair treatment for some. And I think that's very important that everybody gets the same treatment. Rather,

it's the guy on Graham lake that's guiding a Duck Hunt, or, or the guy. The homeowner on green lake that is paid good services and has an annoyance in front of them. There's got to be a better way to change this behavior and find some harmony in everybody using this resource.

Dale Hamilton

So just in terms of I think it's valid point, I think the ordinance will apply to all of our bodies of water, except with the exception of the Union river, but the union river is governed by its own set of ordinances under the harbor, which if I understand correctly, it's also driven not only by city, but also by other federal federal guidelines and statutes around that type of body of water. So it the it can't be applied in the same way. It has its own set of rules and under that ordinance.

Casey Hanson

I have a question, but you can say,

Steven O'Halloran

No, I was just gonna say, I think there's a lot of questions, you know, can we make the union River? stricter than the feds can? Can we make the lake stricter than the states? There's a lot of legal questions bouncing around this table here. And it's I've only been here a couple of years but I my understanding has been going on for like four years. And I don't want to make any assumptions and I think if we're going to give We're going to talk about regulations. Number one, they should be, we are enforced the ones we have number one and number two. This is not ironclad, just because there's an ordinance doesn't mean there's no violators. And really, that's the behavior we're trying to fix is is a few people have annoyed a lot of people. And I'm not sure we can ordinance our way out of that.

Casey Hanson

I just had a question about if you there's I'm sorry, just some things I didn't know if you want to go out, as it is now before this ordinance, and put your home and make a mooring on a lake is do you have to get a permit for that or anything or No, like literally the way it is. Now, anybody could put a mooring anywhere. As it

Matt Williams

is now there's no regulations for moorings. So even for shorefront owners this ordinance is more restrictive because it restricts them to their adjacent. Yeah, the water adjacent to their property.

Casey Hanson

And I know about orange lake, but for the other lakes. Do you have to register your boat if it's going to be out there?

Matt Williams

Do you have to hit a registered? Yes.

Michelle Beal

Can you so can you tell us which lakes are greatly great ponds and Ellsworth.

Matt Williams

I'm pretty sure all of them. Most of them anyway, the big ones that everyone knows are gram like Green Lake, Leonard Lake branch lake. I believe the Patten ponds are as well.

Michelle Beal

And, and Leonard Lake, you said right. Yeah. So the only thing that's not like Rocky pond with a little tiny pond Yeah.

Jon Stein

So there are some instances in the state where great ponds have been regulated and develop to the point where there is actually no state describes it as unimproved land, where you have access to public use of the water, and so people can't get through, because there's private property surrounding this entire ponds, which completely restricts access. So I think it's just important to keep in mind, the notion of a number of people directing the conversation toward public access, where what we're really going for should be equitable access across the board. Speaking,

Matt Williams

all these are great ponds have boat launches at some point. Okay, both launches.

Jon Stein

There's no concern of a complete enclosure at any point.

Matt Williams

No, I mean, they're like get one access point, technically. So you could be concerned about that. But there will be an access point.

Jon Stein

And so to speak, to your point. And Councillor O'Halloran, I don't think it's a great reason to not make ordinances just because we may not be able to completely enforce all of them, or I think it's a good enough reason to make them. So we have a framework to move forward and to preempt future development that we've seen elsewhere.

Casey Hanson

A little bit, I think last year, we talked about the idea of, I think, like permitting, moorings. But I think what we were saying is, that's kind of a level of work that would require a pond to not pick a call the Harbormaster. Master.

Matt Williams

There would have to be somebody who could bounce between all of these great ponds, and that was,

Casey Hanson

and I'm just thinking out loud, but to me to balance. My concern about things being fair for all people, whether they have shorefront or not, is if there was a way to just have a permit for every mooring. And that part of that permit was related to safety or related to waste. And in that instance, someone with the

shorefront property will be able to say, Well, my toilet is right there. Whereas someone who say wanted to put their take their grandkids out for a weekend would have to say, here's my permit. This is what I'm planning on doing. This is how I'm planning on handling my waste again, I I know that what I'm saying is just a bigger isn't just writing an ordinance, but actually thinking about See

Jon Stein

you next year pretty much.

Casey Hanson

Yeah, right? That's right. But to me, that seems more fair. I visited with my sister, brother and sister in law who live in Annapolis. And, you know, it's like, a lot of beautiful waterfront there that nobody can get to. So I do feel really sensitive about the idea that our waterfront is not privately, privately owned.

Dale Hamilton

Question, Madam Clerk? If you don't know the answer, maybe you can find it. I just want if we modify ad to change some of this ordinance. Can we still vote on it? The change where it's been posted? And we don't have to post it again, with the revisions and come back.

Toni Dyer

You don't have to. Certainly, if you're making substantial changes, I would recommend that so that others that might never have had the chance to potentially come and make any comments that people may not have come to my thinking that this was acceptable to them any substantial changes and change their mind.

Dale Hamilton

Yeah, nothing substantial. just tweaking,

Toni Dyer

like the temporary mooring kind of thing. I think that would be a minor change. Thank you.

Dale Hamilton

And so that's where I would like to go in terms of like Councilor O'Halloran speak before I make some recommended changes. I personally, we've talked about this enough that I think let's get some language, make some of the changes based on the feedback and at least take a vote and see where we stand as as a council around this issue.

Steven O'Halloran

just had a question how, how does the city of Ellsworth handled the union River? Do you sell mooring spot? Do you sell dock spot? I mean, how does that mechanism work? At the union River waterfront?

Matt Williams

Yeah, there, I think there are moorings and specific slip spots sold to users of the harbor

Toni Dyer

We have a harbor ordinance for the harbor. So that specifies moorings slips at the dock. There's different types of slips based on size, location of the slip. And then the fees correspond to those items. And then my office sends out the annual mooring applications waiting lists collects the fees for those each year, so it has its own, it has its own ordinances for the harbor.

Tammy Mote

So I do believe that every couple of years, there's a mooring inspection that has to be done. That's the responsibility of the mooring owner. Yes.

Toni Dyer

And I know for a while Adam as a Harbormaster. He's up on top of all of those requirements on the moorings and the the owners of those moorings and making sure that if he notices something that's not compliant, he's pretty good at Harbor commission is also very active, and the upkeep of all of those they know everybody down there, close community

Glenn Moshier

also like to add that we also pay the federal government for the space for the use of that ground, if you will, even though it's under the water

Steven O'Halloran

and the the user of the mooring pays the city for the right to drop a mooring that. It's their mooring, but you're they're paying the right to drop them off. Okay. And that model could not work in our lakes.

Toni Dyer

I'm not saying that it couldn't.

Steven O'Halloran

Yes, I'm asking not suggested.

Matt Williams

I mean, theoretically but then I'd have to be probably some type of public land that has storefront and then you just create like a public moorings zone where people can then either pay that put a mooring in or kind of similar to a permit almost, but it's just a space dedicated to moorings that don't belong to shorefront owners essentially.

Michelle Beal

Also add to that, so there are places that we can't have moorings down at the harbor besides the URCI building, because the landowner actually owns to mean low water and instead of mean high which is why they the slips go that way to the region's to the. That's I mean it's very restrictive because the property owners because of the federal government owning the Yeah, that's that's their pick their channel. So it's a completely different beast than what you have on and we own we had the slips out of the city owns that land.

Glenn Moshier

So so if I interrupt you, but I would also add the Harbor is a very controlled and small area, if we were to try to implement some sort of mooring registration fee schedule throughout all of the great lakes throughout the city of Ellsworth, you're talking, I mean, you're talking additional staff in order to manage that, like was mentioned earlier, a Harbormaster, who would, you know, have to travel and be familiar with all these lakes and all the moorings to go in and check and make sure that they're, you know, so it would be the creation of more government. And then then what this current ordinance would be,

Michelle Beal

if I can also add to that, so the place that we own the most land and one of our lakes is branch Lake, city spent a lot of money purchasing land for conservation, because it's our water supply, but also spending a lot of money. And a lot of work that someone here knows a lot about to in order to ensure that there was access to that lake, because for a long time, there wasn't access to that lake, because the only access was actually shut off by the owners. So if you wanted to do something like that, you'd have to change the ordinance branch Lake, because there isn't anything allowed on that lake overnight. So access already, because it's our water supply, even on the northern end, which is quite a waste from our intake. It does, because yeah, but I, you know, I must, personally, I don't see why Green Lake and Patten Pond and all of these others shouldn't be treated in the same way is branch late it is I want to supply, but it's a pristine, beautiful lake, why shouldn't all lakes be that way?

Jon Stein

During if this is passed this evening, during the 90 day period, enforcement period, will we be able to modify the ordinance or that 90 day period start over? And can we pass it and say, We're generally agreeing, we want to see some changes like this and that pass those again,

Matt Williams

if you were voting to move forward with this based on changes, I guess a change I would recommend as an enactment date, and then that would give, you know, people a clearer time to know when the 90 days would actually start. Because it's not like I make these changes to the rule really isn't a fascia yet. So then, who knows when that 90, the pump will be very hard for the public to know when that 90 days actually starts.

Jon Stein

That will give us a timeframe by which to figure out all those changes. And if we can't make them it'll move forward as is. Yeah.

Toni Dyer

Similar to your comment, if you did that, you could have Matt come back at your next meeting and not do another public hearing. But just review the changes that way. If the public does have questions after any of the changes that you'd like to make this evening, they have a chance to make those comments.

Dale Hamilton

there was a question earlier public comment about the 90 days in do you hear the question?

Matt Williams

I did. I mean, the 90 days is just like a one time date. It's not a continuous year.

Dale Hamilton

It's the what you were just talking about. I just wanted to make sure that that getting answered.

Casey Hanson

And is there any reason not to put in language that's December 31. First to December

Matt Williams

pick 90 days because three months felt like a lot of time but

Casey Hanson

more in terms of that the ordinance not applying for ice fishing and things like

Matt Williams

I don't necessarily agree with the analysis that sitting an ice shack on top of ice is the same as floating. So I figured you wouldn't have a boat on the water in the wintertime anyway, it's frozen over. But you know, I'm open to suggestions on that.

Michelle Beal

How's this anchored or moored? Alright.

Jon Stein

but more clarity is not necessarily just in case. I reached out. I reached out to great ponds Association Branch Lake Association, Downeast salmon Federation Frenchmen, Bay Conservancy and Maine guides and they all got back to me. And they, as far as I could tell were generally in favor of no overnight stays no overnight boats. Most of the suggestions were to allow for guided trips to not restrict Maine guides especially but other commercial guided trips that were responsible. But across the board all mentioned, we see that there's a lot of discussion on the ecological challenges to do with houseboats. What we found is that most of the nonpoint source pollution, another pollutions are actually coming from property owners. Which branch Lake Association published the nonpoint source pollution paper a couple of years ago, and basically lists phosphorus, driveway runoff, erosion control, as all things that should be addressed. So those are, you know, part and parcel to this ordinance, but to Mr. O'Hallorans point of looking at the entire global issue. Thinking that we can use this as a fulcrum point to come back to talk about protecting our lakes in a more comprehensive way. I will push for it so important. So.

Steven O'Halloran

My I support, being a good friend to the environment of the lakes. And I think it starts with just a lot of the sewer departments, the the old sewer systems, I think that this is a bigger issue. Should we allow cars to drive all over the ice and go through the ice? Should we? I think it's big. I think there's a lot of abuse with ice shacks. I think there's a lot of abuse with filling up boats and dumping gas overflow into the lakes, I think we all need to be aware and conscious of keeping these resources. I have property

and Otis on the lake. And every time I see somebody overflow a gas tank or drive on the ice, it just makes me cringe. So I think it's a big issue. And I think I don't think there's anyone in this room that doesn't want to protect all of those resources. Just how we do it is the question.

Michelle Beal

I think this is a good start. I don't think we can answer all the questions in one ordinance. I agree. It shouldn't be able to take vehicles out onto the lakes, but ice fishermen love to do that. Guy did it as a kid, too afraid to do it now became an adult. But I don't think I think if we keep waiting to make an ordinance that's absolutely perfect and takes in every single thing that could happen to awake. You know, I think that you're never going to get anything I think you're going to you're going to be looking for perfect, and you're never going to get it. And that's always going to be the argument. Well, we could also do this, we could also do that we've got to start somewhere. And I think this is a great way to start the same thing as we started with branch lake. And I think there's a lot and the ordinance of branch lake that actually could be brought forward to some of our others if you know staff have looked at that ordinance and said maybe we should have branch lake ordinance be the same across our city instead of worrying just about the one lake. I would agree wholeheartedly with that. Because there are a lot of restrictions on branch lake as they should be. So I just would like to start somewhere.

Casey Hanson

I agree with that.

Dale Hamilton

I'm just wondering, do you have any language in mind around the commercial piece? Because that's the one thing that I think we definitely need to change is to make sure that the commercial use the camp ground owners that this doesn't impact them. The guides that it doesn't impact them. If you own that property that it you're treated the same. So do you have anything any recommendations?

Matt Williams

I mean, the only thing I would just add that would be the commercial purpose definition being a use in which the shorefront owner or watercraft owner has given payment through the rental or use of the watercraft or mooring as a dwelling unit or something along those lines.

Dale Hamilton

And that would allow the campgrounds they own the property, they can have their floats and anchor more and that language would address that.

Matt Williams

Yeah, I think for the overnight portion. Maybe just making it clear that if you're not just individual events, property, but a business property that you need some more overnight, that's also acceptable if your businesses can be storefront property owners.

Dale Hamilton

So I'd like that language to be reflected in in this so as we move forward

Michelle Beal

but like if a campground couldn't have overnight boats, you know, because campgrounds also have those houses they couldn't take that out onto the water and have a boat and take the campground and put it out into the water right? In that definition but

Matt Williams

people sleep on it or use it as like live on it overnight. Yeah, but they could like even moor than the water if nobody's on it. Okay,

Michelle Beal

but they still couldn't use it as a de facto tent.

Dale Hamilton

so with that language to to amend it. I think that addresses the concerns I've heard from the public as the major

Jon Stein

and putting the temporary dates anchorage acreage wording that you've had before.

Matt Williams

Yeah, and I can just make it an anchorage maybe placed and just make sure Anchorage is aren't overnight or I can make a temporary with the four hour time limit

Michelle Beal

I hate that four. I'm sorry but I don't like four hour time I don't think anybody that's using that water you know as an anchorage just to fish should have been said well you can only stay there for four hours number one you never to his point and never ever going to be able to who's gonna be out there with a watch right? Say don't be over four hours. I mean, as long as they're they're out there and they're not overnight and they're not more of what

Jon Stein

those are posted in parking lots no overnight

Michelle Beal

Yeah, exactly. I

Jon Stein

think that's people are used to that

Tammy Mote

and then we're gonna put dates on there when this is made or April to December or Iceland or something like that have

Matt Williams

a timeline for like, ice is an open water season, open water.

Dale Hamilton

So I guess, just to move this one step forward, I'll make a motion to accept the ordinance with those two amendments in place

Dale Hamilton

Commercial the timeline

Matt Williams

Changing the definition of commercial purpose to specify just for dwelling is not allowed rental for dwelling. Businesses can be shorefront owners the timeline for open water season and the addition of an anchorage may be placed within the mooring control area. But the overnight portion would still apply to anchorages.

Dale Hamilton

Okay, I'll make the motion your ordinance with those amendments.

Michelle Beal

Second,

Dale Hamilton

we have a second discussion.

Steven O'Halloran

On could we get a Clear, Effective date on that motion?

Matt Williams

I mean, you guys, and then I'm gonna know, as they have the 90 days is too vague now that we're making changes. I mean, we could just make it as clear as you know, first of 2024. And then that way next season goes into effect. Yeah.

Dale Hamilton

That's our friendly amendment.

Michelle Beal

I'll second the friendly amendment.

Steven O'Halloran

So to be clear, this motion on the table would be effective January 1, appointing for

Dale Hamilton

further discussion

Tammy Mote

are we going are we gonna put some signage on all the lakes, the boat ramps so that people are aware of this? Because when is it responsible boat owner you should know these this information, but are we going to think about

Dale Hamilton

think about how to enact it if it passes.

Dale Hamilton

Any other discussion? All right. All those in favor? Aye. All those opposed? Motion passes four to two. Okay, thank you. Thank you.

Dale Hamilton

And moving on to item 13. Council order number 082104, requesting of the code enforcement officer to take property located at 16 central street by eminent domain by the way of an order of condemnation.

Lori Roberts

I, Lori Roberts with the code office. And I want to just to take you back a little bit, the gentleman that lived at 16 central street passed away, his widow lives in London, and we've not been able to have good communication with her to get her to get probate started, if she was going to have probate. That kind of all fell off to the side, you had determined it was a hazard back in April on the 10th at a council meeting. And we gave the widow two months in addition to get probate work done. And she didn't come up with that. Our attorney was attempting to speak to the her attorney in London with no response. And so the widow, in turn had requested friends in the area to remove items from her home that she didn't want to have destroyed or taken away. Not all of them were there when the folks went in that some of them had been removed. And so they took all the stuff that she had asked except the stuff that was stolen. And now our attorney is suggesting taking it back by eminent domain. Because it's an attractive nuisance. It's a hazard. The chimney is falling away from the home, animals are in there, the roof is leaking, and it's got lead paint so.

Jon Stein

This is the city and found the value at \$0. But could possibly send money as a gesture or

Lori Roberts

right she's not the owner. She's not ever gone through probate. So it wouldn't be as a big gesture from the city if you chose to send her financial payment for it.

Jon Stein

When was the last communication that you had? With her?

Lori Roberts

I have not spoken to her the attorney has been in contact with her attorney. I haven't spoken to her since last year.

Dale Hamilton

So I wonder, in terms of precedent setting around if you're not the owner of a property? Why would you get any kind of proceeds from the city? I think it sets up some dynamics down the road potentially that we don't not even aware of? And for me, it's so that's a question I have just in terms of precedent setting. I think the issue, this is why the council address this situation in terms of buildings like this, there is a there's a public safety issue. And the longer those those types of dwellings are allowed to just exist. It it safety, and it's also valuation of any property in that immediate area. So I think as a city, you know, as long as we do the due diligence and make every attempt to get to the owner to get it resolved to get it back to the ownership. I think we definitely should be doing that. I think you've done that. What we can do, and I think we need to act on it. But I understand your point, I just think that it would set a precedent that I think would be really tough for us at some point in time as a city.

Steven O'Halloran

What I noticed this is eminent domain. What's the tax status of this and why is it eminent domain as opposed to a tax foreclosure?

Lori Roberts

She's not that far back in her taxes for us to take it to a lien at this point because the bank was paying the taxes. And then the bank just decided to dump it because of its condition. And they had paid the taxes up to that point. She's only she only owes for this year if she were to pay them. S

Steven O'Halloran

being the widow Yes. Okay. So, to wait and go through the tax Foreclosure Process which is different than the eminent domain, when? When would that happen for

Lori Roberts

two years,

Steven O'Halloran

So, we have another year of this.

Lori Roberts

Probably more years,

Michelle Beal

a year from December.

Glenn Moshier

Taxes through this year,

Tammy Mote

so 24 taxes next year. So two and a half years.

Lori Roberts

So in September, they would owe the first installment.

Steven O'Halloran

Okay. And their current as of today, yes. Okay.

Glenn Moshier

I would also add that, as far as the potential of returning money to the widow, if you will, there's not likely to be any money left in the sale of this property between are already acquired illegal legal expenses, and fairly confident it's going to be extremely expensive to take the property to take the house down, proceed with the lead, lead paint,

Lori Roberts

lead paint remediation, and then we also for the demo it probably about 65,000. That was just an estimate from

Glenn Moshier

that land is not going to capture that much. small, very small lot difficult lot down an embankment. It's not terribly desirable. So we'll probably lose money. Quite honestly.

Lori Roberts

We'll try and work hard and get a good price but

Casey Hanson

Move to approve the taking of 16 central street by eminent domain and demolishing the home for the health, safety and welfare of the city.

Michelle Beal

don't mean a second before you do discussion.

Dale Hamilton

Motion the second, that discussion?

Casey Hanson

I was just thinking about? Does it make sense for us to demolish it versus just selling it as is visa vie? Like how much money that's going to be because maybe someone really does want that property and would just handle it, and then we wouldn't lose money?

Dale Hamilton

Well, that was my question. Can we take something eminent domain and just turn around and sell it? Or do we have to? Do we have to state the reason why we're taking it which would be to dissolve? I don't know, that's a legal question. But it because the fraud thrown on top of

Glenn Moshier

The problem I could foresee was selling him as if somebody buys it, and doesn't immediately address the issues, right? Then it kind of, it kind of nullifies the urgency in which we're moving forward with taking the property and by eminent domain, because because it is a health hazard, because it is a public safety issue, because it detracts from the you know, properties around it. If we were to sell it, the only thing we could possibly do would be to put a requirement on the sale of the property that, you know, the structure either be torn down or, you know, renovated, brought up to code within a certain amount of time. But in the end, I don't know that I don't know that the structure has any value at all really, still updated state? Yeah,

Lori Roberts

I don't think so. But you know, it's falling apart from the, you know, from the roof down into the interior of the home.

Jon Stein

And then, as soon as the city takes it over, we would take on the liability for it. So we want to get it raised as soon as possible.

Casey Hanson

How would we do that?

Dale Hamilton

further discussion,

Steven O'Halloran

just like to make one comment that think this property owner deserves the same treatment of every other property owner. And it's one thing if we take a property for tax liens and exercise that but I certainly am not in favor of eminent domain ing something that some of us don't like. I get the point. But to me, it short circuiting the process of lack of payment.

Dale Hamilton

I hear what you're saying about the payment. I see it is it's a lack of response. Because we've tried as a city to say look, you have a property that needs to be addressed. It's not about the taxes. It's about the condition of the property creating a health risk. And there's no response. And I think at that point, that's what the whole process was that why we developed this process was to be able to address those rare situations, but to be able to do it with the health and safety of the larger community. So I just see a little bit different. I hear what you're saying, if it were just about the taxes, I'd be 100% on board with you around

Jon Stein

is dilapidation a designation or is it a clear violation of specific code,

Lori Roberts

chimneys falling away so the kids can get in animals can get in and it's just unsafe. And it does need to be fixed up but I even if she were to call me to acquire a permit. I couldn't give it to her because she's not the property owner.

Casey Hanson

Yeah, like two steps away from. And even getting it up to code wouldn't make any sense that she didn't go through probate. Doesn't seem like she wants it.

Lori Roberts

No, but it seemed like she wanted her stuff out. She made sure to get you know that acquire her items out of there. So she made definitely arrangements for that.

Dale Hamilton

All right. Motion. Second. All those in favor. Opposed. Motion passes. Thank you.

Dale Hamilton

Item 14 Council order number 082105 request of the fire chief to accept the EMS license granted by the State of Maine EMS office as a transport service at the basic EMT level with permissions to the advanced EMT level to take effect August 22 2023.

Scott Guillerault

Good evening Council. As he stated, this is a request to allow us to start transporting as a supplemental mutual aid service for the city of Ellsworth. It's been a long process that we've been working forward with. We acquired an ambulance spring with your approval, we went through the licensing process and worked out a response plan with a contracted provider for the city. It's all been signed, we've worked with the dispatch centers and had that response plan put into place. We've received our license at the first of the month for both the ambulance and for the capability to transport tonight is a request to ask you to be able to start that transport. The basis of the response plan, if our contracted provider is not available would be when we would do the transport. This doesn't mean that Ellsworth fire is not going to respond to EMS calls, we're still going to do our day to day business like we've always done. This just puts a step in there that we will provide the transport when northern when the provider is not available, which will take away from having to wait for an outside ambulance service to come into the city further delaying transport.

Casey Hanson

When is our contract up with the contracted transporter

Scott Guillerault

July of 25, Well, June 30, we got to add another year with them.

Dale Hamilton

With this, there'll be a move in to establish also the ability to bill what we do to transport

Scott Guillerault

correct I'll be coming to you guys next month with an ordinance proposal.

Dale Hamilton

So it's kind of be iterative steps to get to that place.

Jon Stein

Seems like this was the reason with the ambulance.

Scott Guillerault

Truck being on the road, but it kind of defeats.

Steven O'Halloran

So just to be clear, my understanding from a previous meeting was we could not without this. Make a decision to save someone's life and load them into this vehicle and go down the road until this was accepted, this could be a real benefit to a loved one in the city of Ellsworth.

Scott Guillerault

I will tell you in the past week, we've had several instances where we've had to bring in an outside provider from outside the city with a 15 to 20 minute response time that while our crews were on scene, we could have been at the hospital in less than 10 minutes with a life threatening event.

Glenn Moshier

Also add to that, just that as part of our response and part of our agreement. Our ambulances not to be considered mutual aid for communities outside of Ellsworth, so we won't be sending our ambulance to Trenton or to with the exception of some mass casualty type of right where it's, you know, all hands on deck type of situation. But for typical and standard EMS calls, our ambulance will not be going outside the city limits.

Scott Guillerault

And that's drafted into the response plan. And the dispatch centers know that.

Tammy Mote

Is Fletcher's landing. Part of that is because we're

Scott Guillerault

It is because we are contracted with Fletcher's Landing

Dale Hamilton

I just was gonna say, That's a really important point that you just made in terms of kind of where we've been with this. And we have to respond to these calls. Anyway, so we're on scene. And now we're sitting there at times unable to, to provide the kind of care that we could, if we just had that, you know, this in place. And so this really this, this is what the discussion has been from the very beginning is that it's just there's not enough resources available is no one's fault. It's no entities fault. It's just we don't

have enough resources, since we're already responding to be able to take it up one notch. I think you're right, we're going to make a huge difference. Somebody is going to need that level of care. And we're going to be able to get them to what they need.

Steven O'Halloran

And right now your hands are tied? You can't even break the rule for that. No.

Scott Guillerault

We would, we would lose any other further opportunities to have an EMS license,

Steven O'Halloran

right? Could I get permission to vote with both hands?

Jon Stein

How? How's your staffing? How are your EMTs? Paramedics fully,

Scott Guillerault

fire department is fully staffed currently, with what the model that we're currently going to be doing. If you approve it, we can maintain any future endeavor, we would have to increase our staffing, but right now we can maintain with what we've got, given the model that we're looking to do. So I

Glenn Moshier

would also add that this is actually a way to more efficiently use the staff that we have, because when you have staff waiting on a scene for 20-30 minutes for an ambulance, and when they could have already brought that person to the hospital and been back in service, well, within that time that they're sitting there waiting for an ambulance. So by enabling them the opportunity to take care of business quickly and efficiently. It's going to be a force multiplier for our staff and get them available for the next call much more quickly.

Dale Hamilton

So we try to push the limits a little bit more. Councilor O'Halloran, you want to make a motion.

Steven O'Halloran

I'm not in the motion business, I know I'm giving you the perfect opportunity with both hands because I just see this,

Casey Hanson

I'll do it. Okay, move to approve the request of the fire chief to accept EMS license granted by the State of Maine EMS office is a transport service at the basic basic EMT level with permission permissions to the advanced EMT level to take effect August 22 2023.

Steven O'Halloran

Second

Dale Hamilton

any other discussion? All those in favor? Unanimous. Thank you.

Dale Hamilton

All right, item 15 discussion on city charter review and updates. I had sponsored this on the agenda, you will recall, I don't even remember what month but it was a while ago that we had our attorney here. And we talked about the charter. And there are some probably some significant things that need to change. And then we identified I think 10 items that were kind of smaller changes to make. And the attorney informed us that we could make those smaller changes to the charter. But anything of significance, we would want to have a charter committee formed and go through the process. And so I think there are kind of two elements. I'll just run through to remind you real quick what those items were the small ones. So one was to delete the 10am start time for the organizational meeting. That way you can ever whenever, to eliminate the requirement that the entire council agenda be published, but rather only the meeting notice be published with related revisions to allow items to be added to a council agenda by a majority vote, to address what occurs if the counselor declines to accept a stipend, to revise the dates for election papers to be issued in return, to authorize the city clerk to use a designated official to prepare and furnish ballots, to extend the recall provisions to members of the school board, to update employee titles, to Create the requirement that the municipal budget be subject to a referendum vote and related provisions in Article Nine to remove language that apply to when the schools were part of the RSU. So it's kind of, there are a couple of new ones in there. Most of those are cleanup items. So my question is, do we want to take up these small items? And take them one by one, to see if we want to make those changes? And then the second question is, do we want to start the process to have a charter commission to look at the bigger issues of the Charter, which is a much lengthier process. And there's this that requires some time and planning. So to kind of separate pieces, if I could just

Glenn Moshier

So our legal the legal advice is that if we go full, if you move forward with just that list of what you read off there, that that still, that he's of the opinion that that's a substantial change enough to warrant a commission, because of the number of items or the number of changes, which is why, what when Toni and I discussed this agenda item and brought this information from back in the archives. What we were suggesting moving forward with for changes was just the changes that she needs for the vote for the elections, because those are changes that were not in parallel with the state, and they need to be changed in order for us to get in line with the state scheduling for elections, and then possibly look at putting those the remainder of that list aside for a potential changes wrapped into a full commission, because I think

Dale Hamilton

it makes it much easier

Glenn Moshier

that was that was our recommendation, because I think that list was compiled when three of you weren't on this, you know, on the board. So you may have other changes, you know, in addition to those that you would like to see. So I think that potentially, my recommendation would be we make those changes for the elections. And then, you know, move that forward through the through the charter revision process, which is still a lengthy process, but move those forward through the charter revision

process. And then we can reassess and look at making more substantial changes through potentially a commission in the next year or two years.

Casey Hanson

And there still has to be a vote on the smaller the amendment changes. Is that right? Am I right?

Glenn Moshier

Yes, there's a process for the revision revisions.

Casey Hanson

If we time that right, can we make that vote happen in November so that we don't have to schedule a special election?

Glenn Moshier

no, the timing for the election would not be coming election. I don't think you could do it that quickly.

Toni Dyer

if items five and six related to the election nomination papers, you're open to changing. Yes, I think I could get on the ballot for November. Because we don't have the right dates in the charter yet.

Casey Hanson

So that could save us money on something we think we have to do it because we wouldn't have to do a whole other election. Can you say again, what the two things are one is that we don't have to approve the people at 10 o'clock in the morning. And the other one was

Toni Dyer

the one was proposed going forward is the date for nomination papers to be issued and returned Okay, currently it's they're available 85 days prior to the election and you return them 45 days prior the state law changed about four or five years ago making about 100 and 60 days respectively so many communities right now already getting their papers back and i just sent mine out. and then the other one is to use a third party official to prepare first ballots I think years ago how we made our own ballots in house and now use a company. I

Glenn Moshier

Yeah, I don't think that would tip the scale

Dale Hamilton

So is there interest in tackling those three issues? Those three items?

Ray Williams

Yeah, I think that makes sense.

Jon Stein

Right now,

Ray Williams

you're gonna have any public comment on this short stuff right now. Okay. My name is Raymond Williams. I attended the meeting. And I believe it was September 22. Because the date of this memorandum from your attorney is dated September 23 22, and refers to follow up last night workshop. At that time, I believe that most of the current city council members attended. I'm not sure whether they all did. But I think there was a majority of them. And it may be all we're here. There have been three changes since then. And it was that night, I think I was the only member of the true public at that meeting. I believe you at the city attorney here, the manager was here at the city clerk was here. And may have been a couple other city officials here. That was one of the person who was in the back of the room, setting a few chairs away from me who I thought was a reporter. But I think from things that came out later in the months after that meeting in the fall, but that was probably a city employee or a former city employee who had interest in these matters. My basic point is I first thing, I think is the city clerk. And I think she's right, these these dates should be brought into conformity for papers with state statute. I don't think there's any problem with the drafting of the time of the organizational meeting. Because it's will be held annually at 10am on the first business day of the next week, following the regular municipal election, or as soon as possible, they are after. And I think for the last. And I think the chair can probably know, since he's been on for six years that for the last three or four years, I think you've done it in the Monday evening. And I don't see the way this is worded that any major emergency to have changed that. But if you were going to do it, that one can be done easily. The other three items, two items in Section Five. You had quite a discussion about them about the notice of the meeting. And the notice of the meeting provision that someone suggested maybe shouldn't be done was a notice of meeting provision that was not in the original counsel revision charter revision when it was done. But it was within the within a year of it. It was changed to allow for publishing of the complete entire council agenda shall be published. And that was put in and I don't think that should be changed and be to consider to be changed. The amendment of the item about amending charter, the council meetings is an issue which has cropped up in meetings that I've watched and been that you can't enjoy, change the amend the agenda unless it's by a basically unanimous vote. And you have to have six members present. Yes. That I suspect that when the charter was revised that there was probably a reason why that was put in. And it I don't know, probably was a pretty good. There probably was a good reason why I was put in The other thing is I don't think there's any necessity or reason to have a major charter commission revision charter revision commission. I've heard tonight, the chair and maybe some others have made comments about there being other major items that need to be reviewed. I think that comment was made at this workshop session. And but no one has ever come out and said what the major items require a full blown charter revision commission with the expenses that would bring to the city what what changes need to be made to the charter? I'm not aware of any. And I don't, I think some more studies should be done to it. And I would also note that at the meeting last September, that was after, I think the election was in full swing and everyone was running. And I was fully expecting to come to that meeting, and seeing if not all, at least some of the people running for the council, then. And there was no, there was no candidate, anyone running for the council that attended that meeting, including three, in particular who wanted that election. But none of the others, two or three or four candidates were added either, which really, it sort of surprised me. So, but basically, my point is, I think, to the also, I don't think you need to recall school board members. And I don't think you need to send the municipal budget to a referendum vote. The only other thing that has popped up at council meetings

when I've been here over the last two years was I think sometime in the summer of two years ago. The school committee came in, and they started. They were here for other reason. But Chairman mentioned the past who of the chair was at that time mentioned the possibility of increasing the size of the school. I don't know if he will remember it. But the increase in the size of the school board from five to seven also. But and there was a discussion about the procedure to be taken. But I don't know, I think that may be a dead issue, because I don't think it's ever that's ever come back to you. And I haven't actually seen anything school board committee meetings talking about it either. And I and I truthfully, I don't think they need to increase their board either. So I will. Basically my position is I don't think you need to have a full scale charter revision commission and these and these and other than our the updating employee titles. I don't think that's a major thing. But you definitely don't need to have a full charter revision commission to change that provision. So thank you.

Dale Hamilton

Can I just say, your memory? Every time you you speak, you remember every detail of every meeting? It's amazing. And you keep us honest. So thank you. Well, thank you.

Glenn Moshier

So the wishes of the Council is to bring the election wording up to state? Yes, you can do that.

Dale Hamilton

item 16 discussion of possible action on city manager hiring process sponsored by technically sponsored by this agenda by councilor Mote, but it's really coming out of the Human Resources Committee. And so that's where it's technically sponsored.

Tammy Mote

So that was my first comment that I was going to make. So at the last meeting, the City Council voted to move forward with taxing the HR committee to come up with a plan. In order to move forward with the city manager hiring process, the HR committee did meet and with the help of the HR manager, Kerri did a great job. I were able to get some of the information. What I have for you, I left Do you have a copy of it? Okay. We have a couple of things. The 2023 MMA proposal Um, she did contact MMA, and they provided some pricing, which is right down \$6,400, the only thing with MMA though, is they're not going to be able to get started until he said October, early November, kind of pushing it. We didn't get anything from Eaton Peabody, we can move in that direction, it's about \$5,000. That's what we paid. Last time, I might have come up a little bit more, because we had to pay for some expenses. Advertising and mileage, that sort of thing. With the contract was for \$5,000. The other one that we've been looking into is Baker Tilly, we have not received a proposal from them. I went on to the city of Portland's website, who they just recently hired. they hired, their contract was pretty expensive 26,500, but it was for the City of Portland, I think our scope would probably be much different. So I just am bringing this information to your to how you want to move forward. We have another HR committee meeting next Tuesday, I believe. And so we're just bringing this to you how you want to direct the HR committee to move forward. On a cover Yeah,

Dale Hamilton

the only thing I would add, it's more of just a comment around the process, just based on the last processes. There's a real difference between some of the entities we just talked about in terms of what they do, versus a headhunter, in terms of a headhunter is, is tasked with getting somebody bringing somebody in and making sure that position gets filled, that what we had in place last time was more of a use of the term broker, put out the, put out the ads, collected the resumes, reviewed them, but then just gave a notebook to us and then did some pre work. And so I think we've that should be part of the discussion in terms of is that a value of the city? Or Can Can that be done by city staff versus spending money for just that kind of service. So I think we need to know what it is that we want from a vendor to make sure we select the right one and not just pay for something that really isn't gonna get us much other than a little bit of advertising and a little bit of vetting which we might be able to do as a city ourselves. So

Tammy Mote

right now MMA there's a lot of city manager vacancies. So the competing against a lot of other municipalities as well.

Steven O'Halloran

And other organizations might have a wider broader reach

Casey Hanson

and I'm sure there are other organizations other than Baker Tilly because I was looking into that myself, but they did seem to have quite a broad reach and they do this work so. So I mean, my opinion is that we should reach out to someone Baker Tilly or someone like Baker Tilly and get an actual quote from them.

Jon Stein

And timeline

Casey Hanson

and timeline.

Jon Stein

Even just the 2020 contract, they didn't get back to this for a recent request.

Casey Hanson

Oh, I don't think we asked them. We were just did we ask them?

Tammy Mote

You know, Kerri was working on it. And I'm not sure if they actually

Dale Hamilton

because it really was tied to one person, And that person last time was involved with multiple searches at the same time. So it was interesting. That's how

Steven O'Halloran

it appears. And I wasn't present for any of this. Nor did I follow it but backing up to the Mr. Cole era. How was Mr. Cole found

Tammy Mote

Well, you started as an interim from day one. He went through the process with the city manager process and decided at that time that he wanted to do

Steven O'Halloran

what harm would there be in trying to do it in house first and then outsourcing second.

Casey Hanson

Wouldn't want to waste time? I guess I wonder what our reach is see was like a pretty important thing. Like, if we're gonna put in our effort and make a change, we should really get it right.

Steven O'Halloran

But the last time it didn't produce? Correct, the last time it came down to begging, Glenn fit this role for three years. Am I Is that a fair?

Casey Hanson

in 2013, same thing, you ended up using the same? Yeah, personally.

Dale Hamilton

So yeah, just I think if we're just going to hire somebody to do the advertisements, I would say, I agree, 100%, I think we should try to do it and I think with the social media piece that that would, you know, that she can work with HR and, and get it out there and you reach a broader audience. If, however, we're thinking of a different process that's more engaging and more directive in terms of actually going out and recruiting versus just posting advertisements. That's a different process. So I think we have to decide if I actually, yep, if we're just going to advertise? I think we do it in house to start. And because I don't think there's I think we can get the same reach that we've seen in the last couple of times.

Steven O'Halloran

And then if there's not adequate process, then we could look at professional help.

Casey Hanson

sort of as a second thought, Should we be checking with our current city manager to see if he would be willing to be the interim city manager, assuming this all doesn't get figured out? By January? Which seems super unlikely to me? Like, do we have to go through a process of that?

Dale Hamilton

I think you probably have to, as you get closer, in terms of negotiating that, out that because we established the contract, which reminds me you got to get signed up. But that takes us what happens

after January. So sometime before that, if the process hasn't produced anything, absolutely, that we need to be discussion and dialogue.

Glenn Moshier

Assuming there was interest in me staying on as interim, I would absolutely, I'm not going to walk away, be like you're on your own. And I said in that meeting, I said, I made it very clear that the last thing I want is for the city to settle. So I can continue to do this, as long as I'm needed to do it. For the city to take it's time to find the right person to replace me. So that's, that should not be a concern of, you know, a due date, a looming end date, and to whatever extent the council's willing and interested in me doing that. So

Casey Hanson

I'm very interested in that because I do think we should not rush through the process. and none of us, we all have agreed that Glenn does a great job. And the whole reason to look is to separate the two roles. So happy to have Glenn stay on until we find exactly the right person.

Michelle Beal

Can we I like your idea that headhunting and not just putting something on indeed and social media and MMA website, because that's what everybody else does. But it could we get more information about the baker Tilly and just see how much it is. And, I mean, maybe there's a hybrid where, you know, the the local piece, we can bring in deep with them to headhunting piece, or something and more, a little more information.

Jon Stein

Is there harm in advertising in the meantime, within from the city from say, staff.

Tammy Mote

With an advertisement for you, but we will on Tuesday.

Dale Hamilton

We, we definitely as a council need to know what the process is first, before we advertise, because if we get some candidates we've gotten to know exactly, so it doesn't feel like just you know, small group is doing it. It's got to be the council and we should lay that out in terms of what it looks like from start to finish when to when did the department heads get involved? Public Participation, all of that, so we should definitely map that out. And And certainly, the committee meetings if you're able to attend, that's helpful too.

Tammy Mote

So it's Tuesday at six, but but it will,

Dale Hamilton

the Committee will be bringing it all back here anyway. So but maybe next month we'll be able to do that

Dale Hamilton

Okay, Item 17 discussion on a public works director role in current staffing of the department.

Casey Hanson

I just wanted an update on that. Someone had told me that the public works director job hadn't been posted. So I just wanted to hear about what the thought is and who's doing the work that Lisa was doing.

Glenn Moshier

Yeah, so. So it's, so far, it's been a team effort. And I think, you know, anytime, from a fiscally responsible perspective, anytime you have the departure of a highly compensated employee, and I think it's critical that we take a look at the duties and responsibilities of that person, and make sure that we don't have duplication and make sure that whatever direction the city moves forward with that, that particular position is what's in the best interest of the city, and also fiscally responsible. So that's what we're doing, we're taking a little bit of a time to assess exactly what it was parts of her job that perhaps perhaps weren't necessarily in line with what the city needed, needs, you know, going forward. So I'm working very closely with the three public works, folks who run their departments on a daily basis. Finances, the finance department, particularly and has gotten intimately involved, more so now than she did before with the finances for all the different projects that are ongoing. And, and that are pending. So we're, we were meeting weekly, to go over that information. And just taking a little bit of time to assess the situation and try to make a decision as to what's best going forward with the city do we need? You know, the question is, do we need a public works director, who serves as a, you know, another layer of bureaucracy between those three departments? Do we or, you know, would that money be better sense spent on a city engineer who doesn't have supervision responsibilities and administrative responsibilities over those departments and can therefore spend more time you know, focusing on engineering projects for the, for this for the city? Or is there another use for that position, and for those those budgeted funds, that would be more advantageous for the city going forward. So we're taking a look at all of that. And ultimately, I'll probably add, once we've had a little bit of time and a little bit of experience, come forward to the HR committee with some recommendations and some ideas of what I think is best. And again, it's not me, exclusively making this decision, it's coming in with in close, working in discussions with the departments, the three departments that are under public works, as well as other departments in the city that work closely with public works in the past, to try and just come up with the best economically, you know, fiscally responsible plan for the future for that position. And, and so right now, the works, you know, the projects are being managed, and the work is being done, you know, quite successfully. But there is, you know, there's certainly a lot of work, that that position was responsible for that, you know, that we will need to address going forward in the long term.

Casey Hanson

Yeah, that's what I was thinking is Lisa combs came to almost all of these meetings, and she had, like, five things that every meeting that she had a lot of intimate knowledge about, so to make sure that didn't get so grants that she was following up on things like that.

Glenn Moshier

Yeah, so a lot of that. So a lot of that responsibility is being bestowed upon the actual departments, you know, the, I call them department heads, because literally they are they, they don't rise to that level in the hierarchy, if you will, because there's always been a public works director, but for all practical purposes, their department heads they run their departments. And so in working with them, they've taken on some you know, some of that financial responsibility and administrative responsibility working closely with the finance department. So like tonight that would have been Lisa standing in front of you for the minerals instead, it was Adam because that's a public works thing. If it's a water issue or or wastewater, where ordinarily, you might have had Lisa, you'll now you'll see Mike or Reggie, because they'll be the ones presenting those those projects to you. But again, it's all being very, you know, very coordinated and no one's being left, you know, kind of isolated are out on their own to figure it out. We're all working together to make sure that the T's are crossed and the I's are dotted for all the different projects

Dale Hamilton

Item 18 Council comments, any counselor like comments.

Dale Hamilton

I've just quickly want to congratulate this senior American Legion baseball team Hancock County team that's made up of Ellsworth, GSA and MDI players, both current and former. And he was coached by a very recent grad. They had a 4000 teams across the country. They made the world series that was done. They were one of eight teams in that tournament, so it was pretty impressive. And one of the members of the team was named to the alternate team with his performance. Brad Smith is the coach. He's a young coach, but he played baseball at Ellsworth played baseball at Thomas, coach that team and thought they did Hancock County very proud in terms of how they conduct themselves throughout their tournament and certainly when they get to the World Series, so that's pretty neat. Anyone else?

Dale Hamilton

Okay, item 19 executive session pursuant to one MRSA chapter 405 6 A for personnel matter to discuss contractual issues for appointed officials. Is there a motion?

Casey Hanson

Move to enter executive session for personnel matter to discuss contractual issues?

Adam Wilson

Second,

Dale Hamilton

motion a second. All in favor? All opposed? Motion passes.

Dale Hamilton

Welcome back. So we are, we're back. We have no, no issues to vote on. So entertain a motion to adjourn.

Tammy Mote

So moved.

Michelle Beal

Second.

Dale Hamilton

Motion. Second. All in favor? Unanimous. We are adjourned.

Mount Desert Island and Ellsworth Housing Authorities

80 Mount Desert Street
PO Box 28
Bar Harbor, Maine 04609
Phone 207-288-4770 | Fax: 207-288-4559 | TTY 207-288-4770
H. Duane Bartlett, Executive Director

September 5, 2023

The Honorable City Councilors
The Honorable City Manager
City of Ellsworth
1 City Hall Plaza
Ellsworth, ME 04605

Dear Honorable City Councilors, and Honorable City Manager:

The City of Ellsworth Housing Authority requests your consideration of the reappointment of Mr. Jarad Wilbur to The Ellsworth Housing Authority Board of Commissioners, for a five-year term, ending September of 2028.

Mr. Wilbur is amenable to serving another term, and we believe he would continue to serve the interests of both the Housing Authority and the City of Ellsworth well in his capacity as Commissioner.

Your consideration of his reappointment is greatly appreciated by the Ellsworth Housing Authority Board of Commissioners.

Sincerely,

H. Duane Bartlett, Executive Director
MDI and Ellsworth Housing Authorities

HDB/tlh

ELLSWORTH CITY COUNCIL

Be it ordered that the City Council shall hold a public hearing on _____ to consider the following two related Charter amendments to Article IV of the Ellsworth City Charter:

First Amendment:

Sec.4.04 - Filing Nomination Petitions; Acceptance of Nomination Must Be Filed.

The City Clerk will make nomination petitions available to qualified prospective candidates during the period beginning ~~eighty-five (85)~~ one hundred (100) Days prior to the election date and continuing until ~~forty-five (45)~~ sixty (60) Days prior to the election date. Before issuance, the City Clerk may complete each petition paper by filling in the name of the candidate, title and term of office which is being sought.

- (a) Nomination petitions must be filed with the City Clerk during business hours on or before the ~~forty-fifth (45th)~~ Sixtieth (60th) Day prior to the election date.
- (b) Written consent of the person proposed as a candidate must be filed along with the nomination petitions. The consent must include a statement that the proposed candidate agrees to accept the nomination, and if elected, intends to serve in the office to which the person is elected.
- (c) When filed, each nomination petition and written consent must be open to public inspection under proper supervision by the City Clerk. The City Clerk must keep the nomination petitions and written consent in the City Clerk's office for six (6) months.

Second Amendment:

Sec. 4.06 - Ballots to Be Prepared by the City Clerk.

The City Clerk, or an official designated by the Clerk, will prepare and furnish all official ballots for use in all City of Ellsworth elections.

Effective date: July 1, 2024.

Note: New text is underlined; deleted text is ~~struck out~~.

CHAPTER 64
OVERNIGHT MOORING AND ANCHORAGE CONTROL ORDINANCE
CITY OF ELLSWORTH, MAINE

Article 1 Purpose

This Chapter shall be known and cited as the Overnight Mooring and Anchorage Control Ordinance for the City of Ellsworth, Maine.

The purpose of this Chapter is to assure the safety, health and welfare of the citizens of the City of Ellsworth, and to balance the public's right to access and navigate on Great Ponds while protecting property rights and values.

Article 2 Authority and Applicability

- 2.1 This chapter is adopted pursuant to Home Rule Powers as provided for in Article VIII-A of the Maine Constitution and Title 30-A, M.R.S.A., Section 3001 and to the extent applicable, Title 38, M.R.S.A., Section 3.
- 2.2 The provisions of this Chapter shall apply to all Great Ponds within the City of Ellsworth (except to the extent it conflicts with more restrictive provisions for Branch Lake as the City's drinking water supply, as governed by Chapter 55). Chapter 3 applies to the Union River.
- 2.3 This Ordinance will be in effect from Ice Out to Ice In each year as determined by the State.

Article 3 Definitions

- 3.1 Watercraft: Any type of vessel including but not limited to a boat, house boat, barge, float, or craft that is used or capable of being used as means of transportation on water. Without limiting the generality of the foregoing, the term watercraft further includes any houseboat or floating structure designed, used, or capable of being used for overnight habitation and contains sleeping and/or toilet facilities, regardless of whether such facilities are of a permanent or temporary nature.
- 3.2 Overnight period: The period of time between 9:00PM to 4:00AM.
- 3.3 Mooring/Anchorage: The beaching, grounding, or tying of a watercraft to the shore of any Great Pond in the City of Ellsworth, and the anchoring of a watercraft on any Great Pond in the City of Ellsworth.
- 3.4 Dwelling purpose: A use in which a mooring or anchorage allows a watercraft to be used as a location for overnight occupancy.
- 3.5 Mooring Control Area: The mooring control area is the area of water surface

within 200 feet of the shore of a great pond or navigable water course that is bounded by lines perpendicular to the shore extending 200 feet from the boundaries of privately-owned property.

- 3.6 Swim Float: A single floating or inflatable structure unattached to land secured by bottom anchor or mooring, seasonally installed and removed, and used solely for swimming.

Article 4 Mooring Control for All Moorings/Anchorages

- 4.1 A mooring/anchorage may be placed by the shorefront property owner or another individual with the shorefront property owner's written permission. A mooring/anchorage shall be placed in the Mooring Control Area directly adjacent to the owner's property.
- 4.2 An anchorage may be placed within the Mooring Control Area so long as the anchorage complies with the rest of this Chapter.
- 4.3 Moorings/anchorages shall be for a non-dwelling purpose. Moorings shall not be rented to third-party users.
- 4.4 A mooring/anchorage shall not be allowed if watercraft attached to it will interfere with the watercraft attached to other lawful moorings and/or swim floats, or if safe navigation is impeded.
- 4.5 Property owners in an association with deeded access to a common shorefront lot shall maintain moorings in accordance with this Article. The City encourages property owners in an association with deed access to follow established association bylaws. Said moorings must be directly adjacent to the common shorefront lot and within the Mooring Control Area.

Article 5 Overnight Mooring/Anchorage Prohibited

No watercraft shall be beached, grounded, or tied to the shore of any Great Pond in the City of Ellsworth for an overnight period or any part of an overnight period, except in cases of emergency. No watercraft shall be anchored or moored on any Great Pond for an overnight period or any part of an overnight period, except in cases of emergency.

Article 6 Exemption

Moorings or anchoring of the following nature are exempt from the provisions of Article 5 of this Ordinance:

- 1) A float attached to any existing dock or pier; (2) Any watercraft tied to a dock, pier; (3) Any mooring placed or used by a shorefront

owner who owns land adjacent to the water where the anchoring/mooring is placed, for a non-dwelling purpose; (4) Any anchored, tied, or affixed flat swim float used by an adjacent shorefront owner for a non-dwelling purpose; and (5) Watercraft beached, grounded, or tied to the shorefront that is owned by the shorefront owner for a non-dwelling purpose.

Article 7 Enforcement

Any duly designated Ellsworth Police Officer is authorized and shall have the authority to enforce all provisions of this ordinance.

This Ordinance shall take effect on January 1, 2024.

Owners of watercraft that will be considered moored or anchored in violation of this Ordinance have 90 days from the date of enactment to come into compliance.

Article 8 Civil Violation and Enforcement

Violations of this ordinance shall be enforced in the District Court under 4 M.R.S.A. § 152 and M.R.Civ.P. 80H. A violation of this ordinance shall be a civil violation punishable by a fine of not less than \$250 nor more than \$1,000 for each offense. Every overnight that a violation continues shall constitute a separate offense. All finds shall inure to the benefit of the City of Ellsworth.

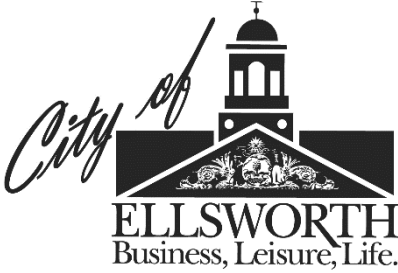
Article 9 Access for Purpose of Investigation

If a shorefront property owner notifies the City of Ellsworth of a violation of this ordinance, the owner thereby grants to the City of Ellsworth access to the property for the purpose of investigating the alleged violation.

Article 10 Appeals

Appeals by any person aggrieved by a decision, act, or failure to act by the Police as it relates to the implementation and enforcement of this chapter shall be made to the Board of Appeals. In all cases, a person aggrieved by an order or decision made or failure to act by the Police shall file their appeal within 14 days of receipt of notice of the decision or order appealed. The appeal shall specifically describe the grounds for such action. The Code Enforcement Officer shall notify the City Manager, Ellsworth Police Department, and the Board of Appeals of the appeal. The Appeals Board will apply an appellate standard of review in a search for errors or inconsistencies supported by the evidence.

Dated:



City Clerk

1 City Hall Plaza ▪ Ellsworth, ME 04605-1942

Phone (207) 669-6604 ▪ Fax (207) 667-4908

tdyer@ellsworthmaine.gov

thowes@ellsworthmaine.gov

mmonk@ellsworthmaine.gov

MEMO

To: City Council

From: Toni Dyer

Date: September 5, 2023

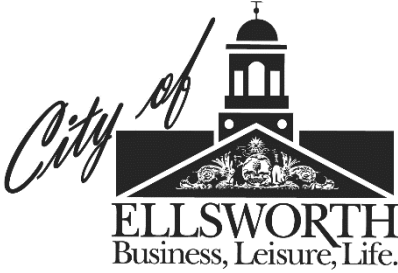
Re: Council Order #091800

According to Title 21-A: Elections §626, polling place opening times are flexible according to the populations of the municipality. The polls must be opened no earlier than 6 AM and no later than 8:00 AM on Election Day, except in municipalities with populations less than 500, the polls must be opened no later than 10:00 AM. The Statute further requires the municipal officers of each municipality determine the time of opening the polls within these limits. As there is a range of time a municipality the size of Ellsworth could choose I would like to request the Ellsworth Polls open at 8:00 AM. This would be the normal time the polls open for non-Presidential elections.

Title 21-A: Elections §626 states the closing time is fixed, the polls must be closed at 8 PM on Election Day, except in municipalities of populations less than 100 which may close the polls after all registered voters have voted.

If this is favorable with the Council, I would propose the following motion:

Suggested Motion: Move to approve Council Order #091800, Request of the City Clerk for approval on setting the polling places opening time as 8 AM for the November 7, 2023 State of Maine Election and City of Ellsworth Municipal Election.



City Clerk

1 City Hall Plaza ▪ Ellsworth, ME 04605-1942

Phone (207) 669-6604 ▪ Fax (207) 667-4908

tdyer@ellsworthmaine.gov

thowes@ellsworthmaine.gov

mmonk@ellsworthmaine.gov

MEMO

To: City Council

From: Toni Dyer

Date: September 5, 2023

Re: Council Order #091800

Title: Appointment of Warden and Ward Clerks for the four voting districts

WHEREAS, Title 21A provides that the City Clerk shall appoint Wardens and Ward Clerks with the approval of the municipal officers; and

WHEREAS, these appointments are made before each election,

RESOLVED, to appoint the following persons to their respective Wards:

Ward One

Warden – Elisa Sinclair

Ward Clerk – Bunnie Daniels

Ward Two

Warden – Carole Hough

Ward Clerk – Tom Ashby

Ward Three

Warden – Margaret Olson

Ward Clerk – Judy Blood

Ward Four

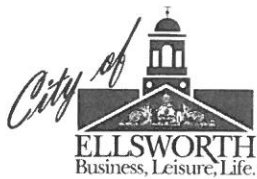
Warden – Twyla Bryant

Ward Clerk – Margo Newman

Ward Clerk – Kelly Tupper

*And all others as needed that appear on the registered voters lists.

Suggested Motion: Move to approve Council Order #091801, the appointment of the above named individuals as Wardens and Ward Clerks for the November 7, 2023 State of Maine Election and City of Ellsworth Municipal Election.



City Clerk
1 City Hall Plaza ▪ Ellsworth, ME 04605-1942
Phone (207) 669-6604 ▪ Fax (207) 667-4908
clerksoffice@ellsworthmaine.gov

BUSINESS LICENSE APPLICATION

CUSTOMER #289

APPLICANT: PROVENDER

MAILING ADDRESS: GOLDSTEIN DARON KEMPF JOY 18 RUSSIAN ROAD ELLSWORTH, ME 04605

MAP LOT: 136195000000

BUSINESS TELEPHONE: 207-699-6439

FAX NUMBER:

EMAIL ADDRESS: JOYKEMPF@GMAIL.COM

NAME OF BUSINESS (DBA): PROVENDER

LOCATION OF BUSINESS: 112 MAIN STREET

NUMBER OF EMPLOYEES:

NATURE OF BUSINESS: CLASS C

DESCRIPTION: FOOD ALCOHOL Public Hearing Notice Fee

PROPERTY OWNER: ROSBOROUGH MARK N & MARY F S

BUSINESS OWNER: GOLDSTEIN DARON PHONE NUMBER: 207-664-1786

PARTNER:

DARON GOLDSTEIN: 207-664-1786

PARTNER:

JOY KEMPF: 207-939-1555

EMERGENCY CONTACT:

MARC GOLDSTEIN: 781-308-4671

EMERGENCY CONTACT:

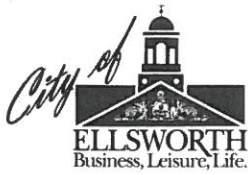
SHERRY KEMPF: 904-568-4117

SIGNATURE:

DATE:

LICENSE EFFECTIVE FROM:

EXPIRES: 09/30/2024



City Clerk
1 City Hall Plaza ▪ Ellsworth, ME 04605-1942
Phone (207) 669-6604 ▪ Fax (207) 667-4908
clerksoffice@ellsworthmaine.gov

BUSINESS LICENSE APPLICATION

CUSTOMER #114

APPLICANT: EDWARD JOY & SONS

MAILING ADDRESS: LOUISE JOY TOMMY JOY 129 NORTH STREET ELLSWORTH, ME 04605

MAP LOT: 051024000000

BUSINESS TELEPHONE: 207-667-8901

FAX NUMBER:

EMAIL ADDRESS: *icefishing @ roadrunner . com*

NAME OF BUSINESS (DBA): EDWARD JOY & SONS

LOCATION OF BUSINESS: 129 NORTH STREET

NUMBER OF EMPLOYEES:

NATURE OF BUSINESS: AUTOMOBILE GRAVEYARD < 100'

DESCRIPTION: AUTO GRAVEYARD < 100 Public Hearing Notice Fee

PROPERTY OWNER: JOY LOUISE

BUSINESS OWNER: JOY LOUISE M PHONE NUMBER:

PARTNER:

LOUISE JOY: 207-667-8901

PARTNER:

TOMMY JOY: 207-812-1204

:

:

SIGNATURE: *x Louise Joy*

DATE: *7/20/23*

x Tommy Joy
7/20/23

LICENSE EFFECTIVE FROM:

EXPIRES: 09/30/2024

*pd 7/31/23
ptl 209*

APPLICATION FOR AUTOMOBILE GRAVEYARD
AND/OR JUNKYARD PERMIT

MUNICIPAL USE ONLY

Tentative Date of Hearing..... Application Received.....
Time of Hearing..... Permit #
Place of Hearing Fee Paid \$
Notifications sent by..... Date

To the City of Ellsworth, Hancock County, State of Maine

I/We Louise Joy, Tommy Joy hereby make an application for
a permit to establish, operate or maintain an Automobile Graveyard and/or Junkyard at the
following described location and in accordance with the provisions of Title 30A, Sections 3751-
3760, Chapter 481, Public Laws 1966.

1. Give location of Automobile Graveyard and/or Junkyard 129 North Street Ellsworth, Me. 04605
2. Is the application made by or for a company, partnership, corporation-individual? individual
3. Is this property leased? NO Property owned by Louise Joy
Address 129 North Street Ellsworth Me. 04605
4. How is "yard" screened? Fence? Type..... Height 20ft Trees? Type mixed
Embankment? Gully? Hill? Other? flat
5. How far is the edge of the "yard" from the center of the highway? 125 feet
6. Can junk be seen from any part of the highway? Yes..... No ✓
7. Were the State Statutes, Requirements and Fees explained to you? Yes ✓ No.....
8. Is any portion of this "yard" on public property? Yes..... No ✓
9. Is this "yard" within 300 feet of a public Park, Public Playground, Public Bathing Beach,
School, Church or Cemetery? Yes..... No ✓
10. When was "yard" established? 2008 By Whom? Edward Joy + Sons
11. When was last permit issued? 2022 To whom? Louise Joy
Tommy Joy
Edward Joy + Sons

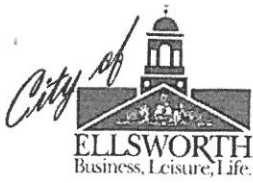
APPLICATION FOR AUTOMOBILE GRAVEYARD
AND/OR JUNKYARD PERMIT

The undersigned certifies that the above information is true and correct to the best of his/her knowledge and that he/she is the owner or agent of the property or that he/she has been duly authorized by the owner, individual, partnership, company or corporation to make this application and to receive the permit under the law. Please draw a sketch of your location and automobile graveyard/junkyard below. Show footage on all sides and location in relationship to adjacent properties. Show distance (in feet) from edge of "yard" to center of highway. Fill in Route Number or Local Road Name. Name of nearest City/Town in each direction. Distance from nearest intersection, bridge or other known reference point.

Signed by : Louise M. Jay
Jammy Jay For: Edward Jay + Sons
Name of Company, Corp, Partnership, Individual

Address: 129 North Street Ellsworth, Me.

Tax Map No. _____ Lot No. _____ Zone _____



City Clerk
1 City Hall Plaza • Ellsworth, ME 04605-1942
Phone (207) 669-6604 • Fax (207) 667-4908
clerksoffice@ellsworthmaine.gov

BUSINESS LICENSE APPLICATION

CUSTOMER #113

APPLICANT: JIMBO'S JUNKIN

MAILING ADDRESS: CARD JAMES B II 4 JIMS WAY ELLSWORTH, ME 04605

MAP LOT: 07002900N002

BUSINESS TELEPHONE: 207-667-7479

FAX NUMBER: 207-664-0004

EMAIL ADDRESS: JENN.JIMS.AUTO@gmail.com

NAME OF BUSINESS (DBA): JIMBO'S JUNKIN

LOCATION OF BUSINESS: 62 KYLIES WAY

NUMBER OF EMPLOYEES: 3

NATURE OF BUSINESS: AUTOMOBILE GRAVEYARD < 100'

DESCRIPTION: AUTO GRAVEYARD < 100 Public Hearing Notice Fee

PROPERTY OWNER: CARD JAMES B II

BUSINESS OWNER: JIMBO'S JUNKIN PHONE NUMBER: 667-7479

EMERGENCY CONTACT:

ALICIA CARD: 207-266-4857

PARTNER:

JAMES CARD II: 207-667-7479

EMERGENCY CONTACT:

JENNIFER ROBIDOUX: 207-667-7479

SIGNATURE:

DATE:


8/31/23

LICENSE EFFECTIVE FROM:

EXPIRES: 09/30/2024

pd 9/1/23
PH SEPT CC

APPLICATION FOR AUTOMOBILE GRAVEYARD
AND/OR JUNKYARD PERMIT

MUNICIPAL USE ONLY

Tentative Date of Hearing..... Application Received.....
Time of Hearing..... Permit #
Place of Hearing Fee Paid \$
Notifications sent by..... Date

To the City of Ellsworth, Hancock County, State of Maine

I/We James B. Cardell hereby make an application for
a permit to establish, operate or maintain an Automobile Graveyard and/or Junkyard at the
following described location and in accordance with the provisions of Title 30A, Sections 3751-
3760, Chapter 481, Public Laws 1966.

1. Give location of Automobile Graveyard and/or Junkyard 62 Kyllies Way
Ellsworth ME 04605
2. Is the application made by or for a company, partnership, corporation individual?
3. Is this property leased? NO Property owned by James B. Cardell
Address 4 Jms Way, Ellsworth ME 04605
4. How is "yard" screened? Fence? Type..... Height Trees? Type.....
Embankment? Gully? Hill? Other?
5. How far is the edge of the "yard" from the center of the highway? 1287 feet
6. Can junk be seen from any part of the highway? Yes..... No X.....
7. Were the State Statutes, Requirements and Fees explained to you? Yes X..... No.....
8. Is any portion of this "yard" on public property? Yes..... No X.....
9. Is this "yard" within 300 feet of a public Park, Public Playground, Public Bathing Beach,
School, Church or Cemetery? Yes..... No X.....
10. When was "yard" established? 2009 By Whom? City of Ells
11. When was last permit issued? 2023 To whom? James

APPLICATION FOR AUTOMOBILE GRAVEYARD
AND/OR JUNKYARD PERMIT

The undersigned certifies that the above information is true and correct to the best of his/her knowledge and that he/she is the owner or agent of the property or that he/she has been duly authorized by the owner, individual, partnership, company or corporation to make this application and to receive the permit under the law. Please draw a sketch of your location and automobile graveyard/junkyard below. Show footage on all sides and location in relationship to adjacent properties. Show distance (in feet) from edge of "yard" to center of highway. Fill in Route Number or Local Road Name. Name of nearest City/Town in each direction. Distance from nearest intersection, bridge or other known reference point.

Please See Attached

Signed by :



For:

James B. Carl II

Name of Company, Corp, Partnership, Individual

Address:

4 Jms Way, Ellsworth ME 04805

Tax Map No.

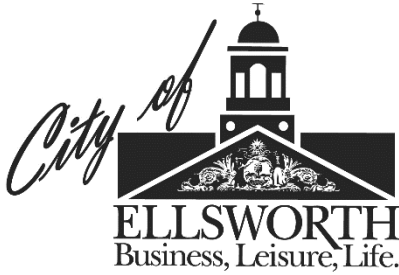
70

Lot No.

29

Zone

R2.



Public works

1 City Hall Plaza ▪ Ellsworth, ME 04605-1942
Phone (207) 667-2563 ▪ Fax (207) 667-4908
awilson@ellsworthmaine.gov

MEMO

To: City Council Members

From: Adam Wilson

Date: 08/13/2023

Re: Bid Award for Hot top patch trailer

On Thursday , September 7, 2023, the City of Ellsworth accepted bids for a new 4-ton hot patch trailer. Three RFP's were sent out, that resulted in all three bids returned. Attached are a copy of the summary of bids and the actual bids received.

The following is a summary of the bids:

HP Fairfield was low bidder	\$45,554.00
Viking Cives	\$46,995.00
Allied Equipment	\$48,897.00

The low bidder was HP Fairfield

If the Council approves this request, the following motion is suggested:

Council Order #091802

Recommended Motion: Move to approve the request of the Highway Foreman to award the bid for an asphalt trailer to HP Fairfield for an amount of 45,554.00 to be paid from the Highway Department Capital account. 9090900-59004

Page Page 64 of 215


Terri Dyer
City Clerk

**CENTRAL MAINE**

9 Green St/P.O. Box 188
 Skowhegan, ME 04976
 P: (207) 474-9836
 F: (207) 474-6526
 Toll Free (800) 356-2813

Sales Quote

IMPORTANT: All invoices are due and payable in U.S. Dollars in Guadalupe County, Texas, or where indicated below. No goods to be returned without our written permission. Goods must be returned transportation charges pre-paid. A handling charge will be made on all returned goods. **LATE CHARGE:** A late charge of 1.5% of any past due balance of the dealers account as of the last day of the month will be billed as of the 15th day of the following month if payment has not been received by that date.

CUSTOMER NO	824445	TERRITORY	390	PAGE 1 of 2
ORDER DATE	09/07/2023	CUSTOMER PO	79297HOLSTON	
QUOTE DATE	09/07/2023	SHIPPED VIA		
SALES ORDER	7080166 - SQ	FREIGHT TERMS	EXW- CUSTOMER FRT ACCOUNT	
		EX2	DIRECT BILL TRANSFER AT ORIGIN	
PAYMENT TERMS	Net 30 Days from Invoice Date	CODE	002	
DELIVERY INSTRUCTIONS:				
REQUESTED SHIP DATE				09/07/2023

SOLD TO:
 CITY OF ELLSWORTH CHP
 1 CITY HALL PLZ
 ELLSWORTH ME 04605-1942

SHIP TO:
 CITY OF ELLSWORTH CHT
 1 CITY HALL PLAZA
 ELLSWORTH ME 04605-1942

DESCRIPTION/REMARKS

FALCON 4-TON ASPHALT RECYCLER & HOT BOX TRAILER
 12-VOLT BATTERY, TRIPLE WALL CONSTRUCTION & FULLY INSULATED, AUTOMATIC TEMPERATURE CONTROL, PROPANE VAPOR DRAW BURNER, VIP TECHNOLOGY - VOLTAGE INDICATOR & PROTECTOR CONTROLLER, AUTOMATICALLY PREVENTS BURNER FROM OPERATING BELOW BURNER MANUFACTURER'S REQUIRED VOLTAGE. DIAMOND TREAD PLATE HOPPER ACCESS PLATFORM, ELECTRIC BRAKES W/ SAFETY BREAKAWAY, CONSPICUITY TAPE.

INCLUDED OPTIONS -

BATTERY CHARGER PACKAGE, SINGLE PROPANE BURNER, 12-VOLT ELECTRIC OVER HYDRAULIC DUMP BOX, 2" X 6" X 1/4" TUBULAR STEEL TANDEM AXLE TRAILER FRAME, 16' STANDARD FRAME, 3 POSITION TOOL HOLDER, UPGRADE TO ST235/80R 16" TIRES - LOAD RANGE E, RELEASE AGENT BASKET, 3' PINTLE, 7 PIN FLAT RV TRAILER CONNECTOR, 5 GALLON PAIL HOLDER, 5LB FIRE EXTINGUISHER MOUNTED, 24X24 COMPACTOR BASKET, 10K JACK
 FALCON SMART CONTROL PKG INCLUDES -VIP, 7 DAY TIMER, HOUR METER, FUEL LEVEL / VOLTMETER & TEMPERATURE GAUGE
 LED LIGHTING UPGRADE INCLUDES (2) RED STOP/TURN TAIL LIGHTS & (2) AMBER STROBES (2) STROBE WARNING LIGHTS 12" UP

OPTION - IN LIEU OF SINGLE PROPANE BURNER UNIT ABOVE, DUAL DIESEL BURNER UNIT WITH SAME INCLUDED OPTIONS
 FOR THIS OPTION ADD 5,333.50 FOR NEW TOTAL OF 50,887.50 & INITIAL HERE _____

OPERATOR, PARTS & SERVICE MANUAL - TWO YEAR MACHINE WARRANTY & LIFETIME FRAME WARRANTY
 MAINE STATE INSPECTION & DELIVERY INCLUDED

QUOTE VALID FOR 30 DAYS, **A CANCELLATION OF A SIGNED QUOTE WILL BE SUBJECT TO A 10% RESTOCKING FEE**

SIGNATURE _____

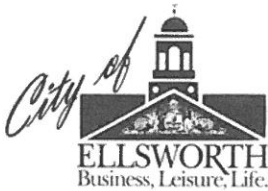
PRINT _____ DATE _____

STEVE HOLSTON - 207-468-8453 - SteveHolston@Alamo-Group.com

ITEM NUMBER	BRANCH	DESCRIPTION	PICK SLIP#/ LOT/SERIAL	QUANTITY SHIPPED	LIST PRICE	DISC%	EXTENDED AMOUNT
HOTPATCHERHPF	9335	FALCON 4-TON ASPHALT RECYCLER		1	45,554.00	0	45,554.00

R E M A R K S	NET DUE	CASH DISC.	IF PAID BY	SUB-TOTAL	45,554.00
	45,554.00	0.00	09/28/2023	FREIGHT & HANDLING	0.00
				SALES TAX	0.00
				TOTAL(USD)	45,554.00
				PREPAID AMOUNT	

IMPORTANT: Alamo Group or affiliates (Alamo Group) shall not be liable to any person for any claim for injuries or damages which claim for injuries or damages arises out of or which results from the repair of this product by a person or firm other than Alamo Group. Repair parts are intended for use only on equipment manufactured or sold by Alamo Group. Our general conditions of purchase are available at this address: <https://www.alamo-group.com/terms>



BID FORM

1. Trailer Mounted Asphalt Recycler/Hotbox

Make/Model/Year: 2023 Falcon 4 ton Trailer

Total Price \$ 45,554.⁰⁰

2. Special Conditions or Restrictions on Bid Price:

See option price for Dual Burner unit

3. Delivery

90 Days will be required for delivery of the item quoted following receipt of the order.

4. Parts & Service

State the location of your parts and service department.

9 Green St Skowhegan ME

Company Name: Hp Fairfield

Signature: [Signature] Date 9/6/23

Printed Name: Steve Holston

Title: Account Manager

Telephone: 207-468-8453

Email: Steve.holston@Alamo-Group.com

**IT'S A HOT BOX
IT'S A RECYCLER
IT'S A FALCON**



IT'S A FALCON

A Falcon makes fixing potholes, repairing utility cuts and patching asphalt easy -- very easy.

When used as a **hot box**, it keeps asphalt hot all day and holds it overnight to eliminate waste that occurs when asphalt hardens in the back of an unheated truck bed.

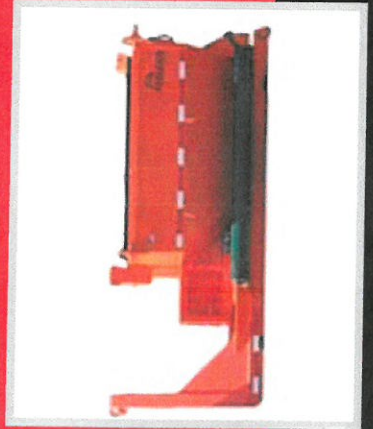
When used as a **recycler**, it provides year-round access to hot mix asphalt.

Falcon's patented heat management system:

- Is third-party certified to operate at 92% fuel efficiency using less than three gallons of diesel fuel per 8-hour shift.
- Provides even hopper temperatures to help eliminate material scorching from hot spots and material hardening from cold spots.
- Prevents asphalt from cooling during transport by allowing the burner to run while being towed.

Hopper capacities range from 1/2 ton to 10 tons with trailer, dump box, truck-mount, hook-lift and MINI models available with over 100 bolt-on options.

VERSATILE, SAFE, EFFICIENT, DURABLE... IT'S A FALCON!



IT'S A HOT BOX

- Transport asphalt and keep it hot all day.
- Hold hot mix overnight.
- Heat and re-heat cold patch.



IT'S A RECYCLER

- Recycle leftover asphalt.
- Recycle asphalt chunks torn up from the pavement.
- Recycle asphalt millings.



IT'S A FALCON

- Patented heat management system:
 - One-piece, seamless, ceramic combustion chamber rated for 2,300° F.
 - Combustion chamber shape and construction creates a tumbling action that forces a complete blending of fuel, air and heat to achieve high combustion (fuel) efficiency.
 - Independently certified to have 92% fuel efficiency - uses less than 3 gallons of diesel fuel per 8-hour shift.
 - Even hopper temperatures to eliminate:
 - Material scorching from hot spots.
 - Material hardening from cold spots.
 - To prevent material from cooling while being transported, a Falcon is engineered to allow the burner to run while in tow.



U.S. Patent No. 8,465,225

TRAILER MODEL

AVAILABLE IN 2, 3 & 4 TON



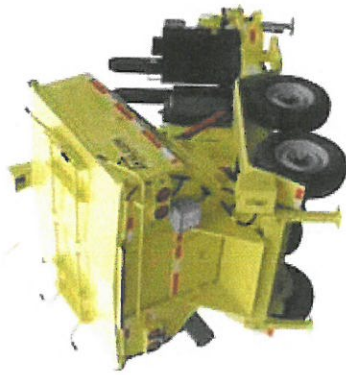
IT'S VERSATILE

- Recycle leftover asphalt, chunks and millings.
- Transport asphalt and keep it hot all day.
- Hold hot mix overnight.
- Heat and re-heat cold patch.



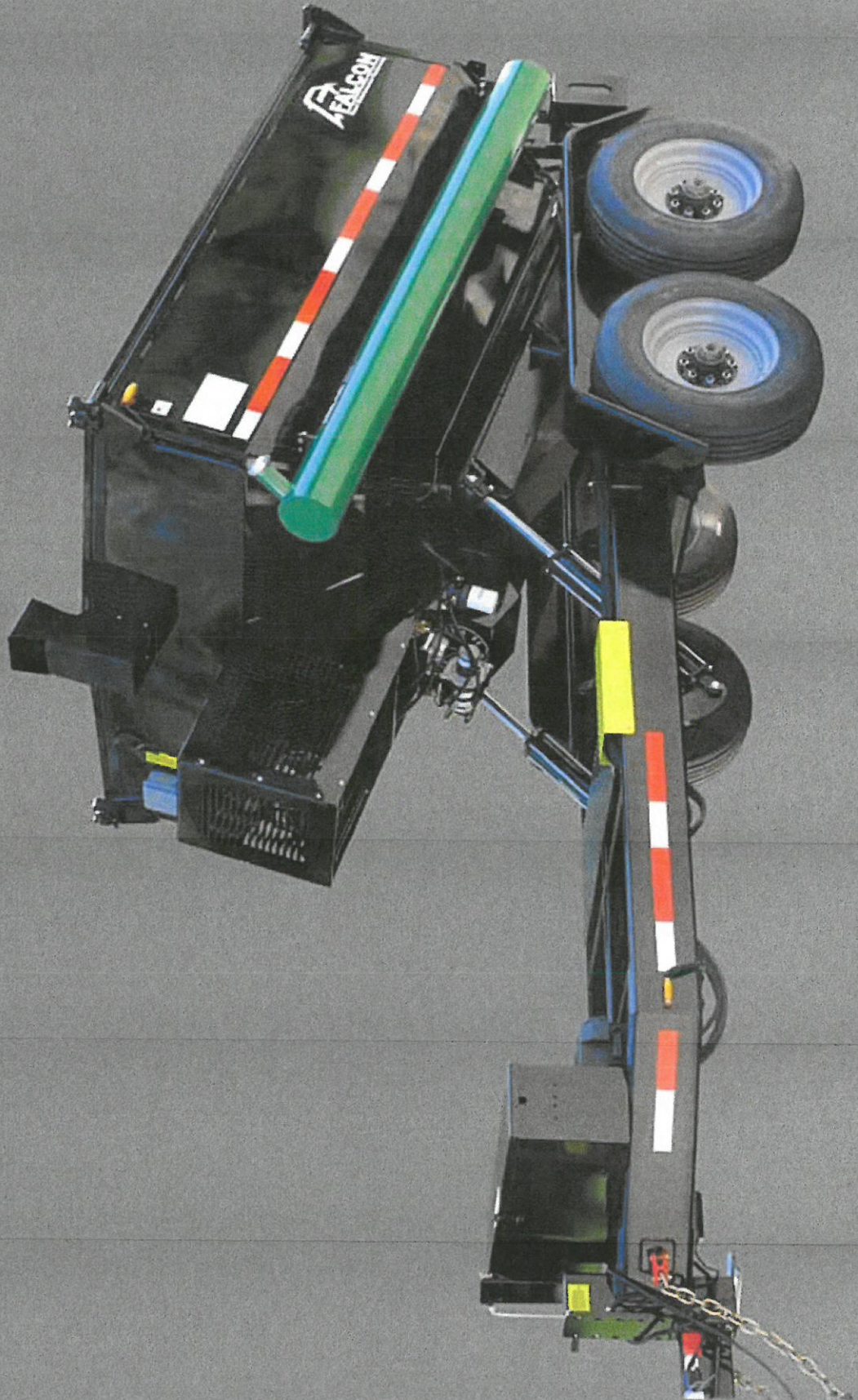
DUMP BOX MODEL

AVAILABLE IN 2, 3, 4 & 6 TON



IT'S SAFE

- Rear unloading door handle is located on the curbside...
 - Allows operator to stand out of traffic when using door
 - Keeps operator away from hot asphalt when dump box is raised
- Dump box trailers are constructed with...
 - Two hydraulic cylinders that raise the hopper...
 - Each cylinder acts as a safety backup for the other
 - Dual cylinder design prevents the hopper from twisting if the load is uneven
 - Tandem axle frame to ensure stability when hopper is raised
- Hopper has triple wall construction with high-temperature insulation to keep outer hopper walls safe to the touch



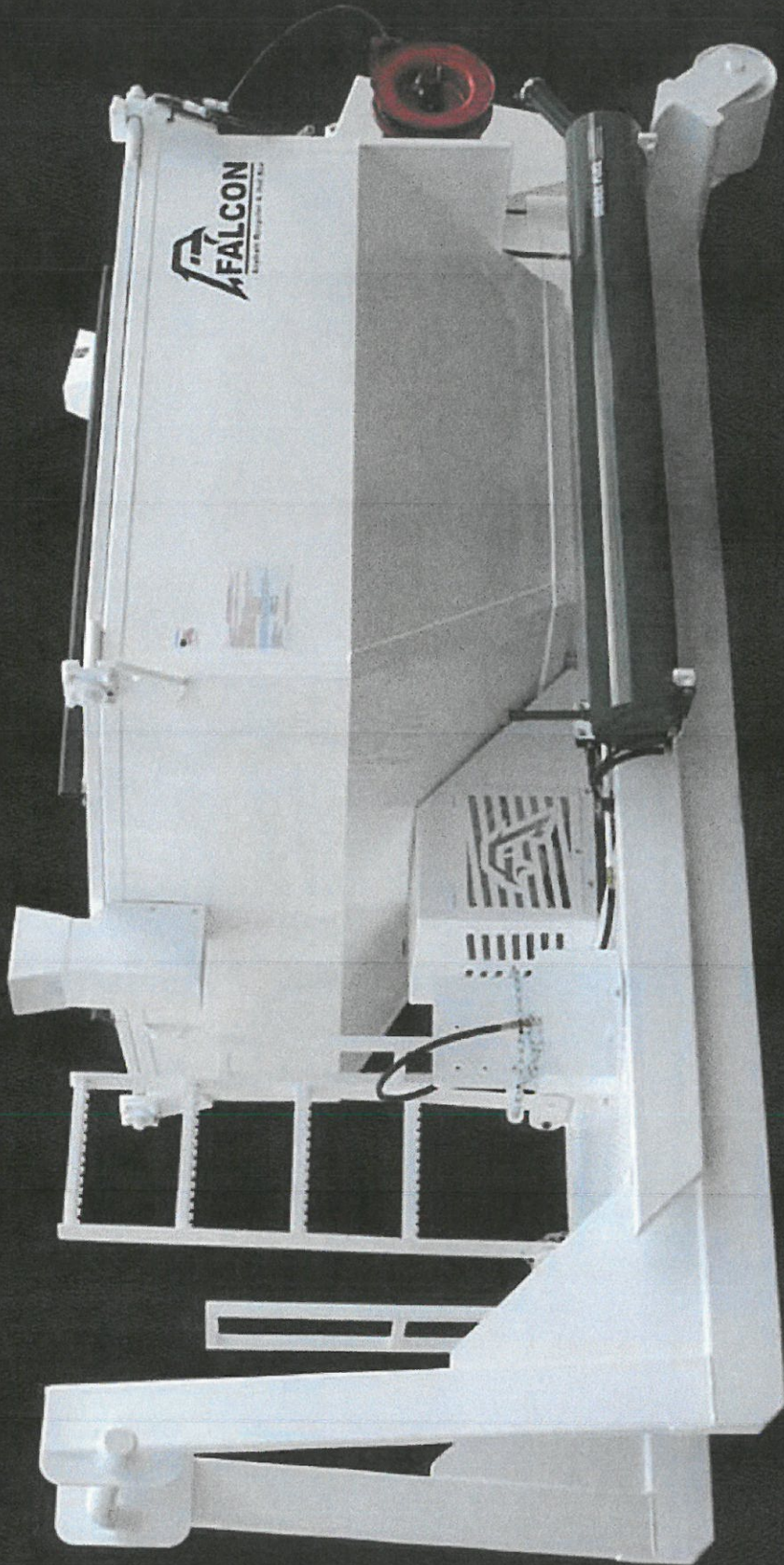
TRUCK-MOUNT MODEL

AVAILABLE IN 2, 3, 4, 5, 6, 8 & 10 TON



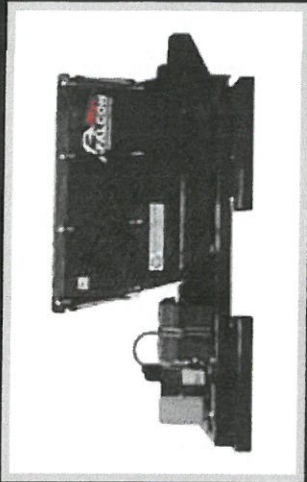
IT'S EFFICIENT

- Combustion chamber shape and construction creates a tumbling action that forces a complete blending of fuel, air and heat to achieve high combustion (fuel) efficiency.
- Independently certified to have 92% fuel efficiency...
 - Uses less than 3 gallons of diesel fuel per 8-hour shift.
 - Extremely low carbon and NOX emissions resulting from high combustion efficiency.
- High combustion efficiency helps eliminate dirty ash condition caused by un-combusted fuel.
- Triple wall construction with high-temperature insulation -- once heat gets in the hopper, it stays in the hopper.



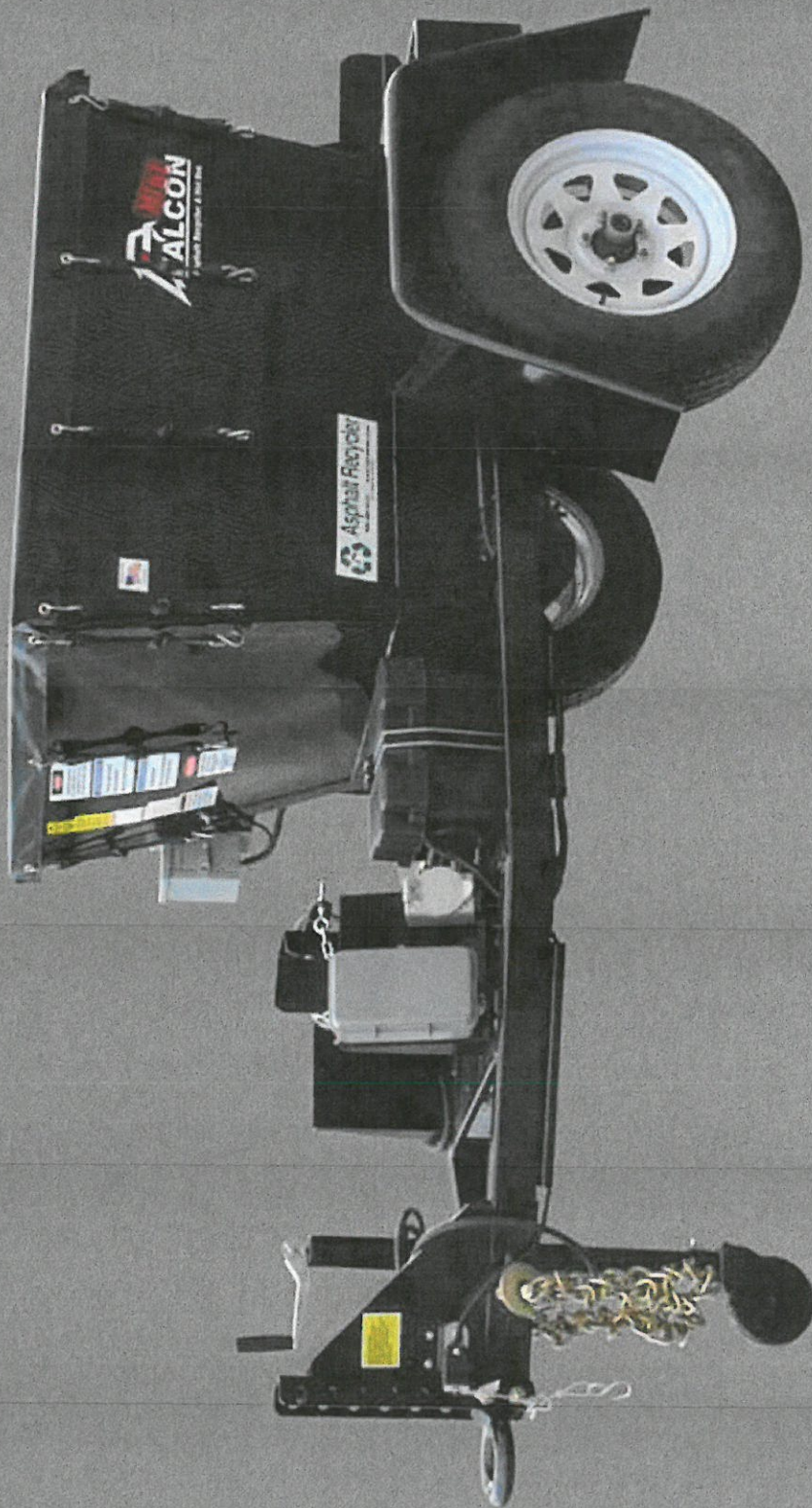
MINI MODEL

AVAILABLE IN 1/2 & 1 TON



IT'S DURABLE

- Trailers are constructed of structural rectangular steel tubing – all welds on frame are continuous with boxed-in and enclosed gussets.
- To ensure even distribution of heat, hopper walls have engineered steel baffles to meter the flow of heat.
- Hopper walls are one-piece, seamless steel construction. To add structural integrity and prevent the hopper from becoming out of square, the hopper walls have 10-gauge steel capping channel on the top and 10-gauge steel corner molding on the sides.
- One-piece, seamless, ceramic combustion chamber is rated for 2,300°F. Seamless combustion chamber design extends useful life of equipment.
- Wiring connections are soldered, sealed, placed in shrink-tubing then covered with high-temperature loom and protected by steel conduit. All wiring is NEMA-3 rated and external to the hopper to prevent damage from heat. Junction box includes circuit breakers to protect the tow-vehicle from the 12-volt trailer wiring and the 12-volt trailer wiring from the tow-vehicle.
- Entire machine is sandblasted then painted with an epoxy primer and urethane finish coat. All accessory bolt-on parts are sandblasted, primed and painted prior to assembly.



STANDARD TECHNICAL SPECIFICATIONS

Patented Heat Management System

- Diesel or propane fuel source
- One-piece, seamless, ceramic combustion chamber rated for 2,300° F
- Combustion chamber designed to create a tumbling action that forces a complete blending of fuel, air and heat to achieve high fuel efficiency
- Certified 92% fuel efficiency — uses less than 3 gallons of diesel fuel per 8-hour shift
- Automatic temperature control
- 12-volt deep cycle marine grade battery
- Average annual diesel burner maintenance cost of \$150

Hopper

- Trailer hopper capacities of 2, 3 & 4 tons
- Dump box hopper capacities of 2, 3, 4 & 6 tons
- Truck-mount hopper capacities of 2, 3, 4, 5, 6, 8 & 10 tons
- MINI hopper capacities of 1/2 & 1 ton
- Triple wall construction
- All four walls are one-piece, seamless steel construction
- 10-gauge capping channel and corner molding add structural integrity to the hopper to prevent it from becoming out of square and to extend equipment's useful life
- Hopper floor is 1/4" steel
- Floor and all four walls are heated and insulated
- Burner-box is located below hopper floor
- Area beyond the back hopper wall is a heated worktable
- Hopper floor is free from any steel wall or divider obstruction

Top Loading Doors

- Fully insulated
- Hinged at the hopper corners with bolt-on, greasable pillow block bearings
- Hydraulic top loading doors standard on 3, 4, 5, 6, 8 & 10 ton truck-mount and 6 ton dump box
- MINI model utilizes hopper tarp cover

Rear Unloading Door

- Handle is located on curbside of hopper to place operator out of traffic when using door
- For ease of opening, door is equipped with replaceable CAM follower bearings
- Hydraulic rear unloading door standard on 3, 4, 5, 6, 8 & 10 ton truck-mount and 6-ton dump box
- MINI model utilizes a removable rear unloading door

Wiring

- Wiring connections are soldered, sealed, placed in shrink-tubing then covered with high-temperature corrugated loom and protected by steel conduit
- Junction box with circuit breakers protects tow-vehicle from trailer and trailer from tow-vehicle
- All wiring external to hopper to prevent heat damage
- All wiring and enclosures are NEMA-3 rated

Frame

- Electric brakes with safety breakaway (surge brakes optional)
- Single axle (1/2, 1 & 2 ton) or tandem axle (2, 3, 4 & 6 ton)
- Trailer frame constructed of structural rectangular steel tubing with boxed-in and enclosed gussets
- All welds on frame are continuous
- Pintle eye hitch is adjustable from 18" to 32" (tandem axle)

Dump Box

- Tilts hopper by means of two hydraulic cylinders
- Each cylinder acts as a safety backup to the other
- Trailer frame and hopper have 45° angled steel guides that center the lowered hopper to minimize cylinder wear

Paint

- Sandblasted then painted with two coats of epoxy primer and urethane finish
- All accessory bolt-on parts are sandblasted, primed and painted prior to assembly
- Standard colors include red, yellow, orange and black

FMCSA and NATM compliant

RECYCLING!

Our patented technology uses indirect, radiant heat to break down leftover asphalt, chunks and millings.

Hardened asphalt is mixed with rejuvenator by coating it during the hopper loading process. It is then heated overnight at the lowest possible temperature to retain the original oil content and to give the rejuvenator time to absorb into the asphalt.

Protecting original oils is the key to returning asphalt to its original state.

Earlier recycling methods shot a direct open flame onto hardened asphalt. This method burns off the original oils making the asphalt dry. Black oily smoke produced by these older recycling methods is evidence of oil loss.

By using indirect, radiant heat, Falcon solved the problem of oil loss caused by recycling with a direct open flame.

WHY SHOULD YOU RECYCLE?

- Don't waste leftover asphalt, chunks and millings — recycle them.
- Make permanent hot mix repairs year-round — eliminate temporary cold patch repairs.
- Save time traveling to the asphalt plant and waiting in line.
- Have on-site access to affordable hot mix asphalt year-round.

WHY CAN A FALCON RECYCLE?

We protect the original oils

- Protecting the original oils is the key to returning asphalt to its original state.
- Falcon protects the original oils by using indirect, radiant heat to break down the hardened asphalt at the lowest possible temperature.

We use heat very efficiently

- Combustion chamber shape and construction yields 92% fuel efficiency to make recycling affordable.
- High-density insulation retains hopper heat required to break down asphalt.
- Upper burner and cross ducts distribute heat through the center of the hopper.

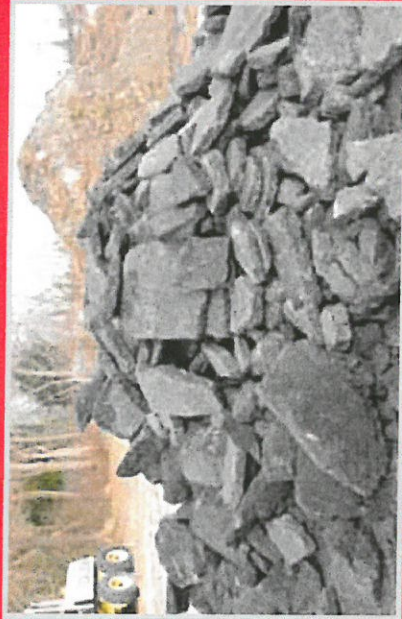
We build equipment that takes “the heat and the hit”

- Heat management system components are built to withstand temperatures required for recycling asphalt.
- Hopper is built to withstand drops of large chunks of hardened asphalt from a front loader.

WHY RECYCLE OVERNIGHT?

- Protect the original oils — Time is available to slowly heat the hardened asphalt at the lowest possible temperature.
- Save time and money — Asphalt is ready at the beginning of the work shift leaving the entire day for making repairs.
- It's simple — Hardened asphalt is mixed with rejuvenator by coating it during the hopper loading process.

WHAT CAN A FALCON RECYCLE?



ASPHALT CHUNKS



LEFTOVER ASPHALT



ASPHALT MILLINGS

ASPHALT RECYCLING PROCESS



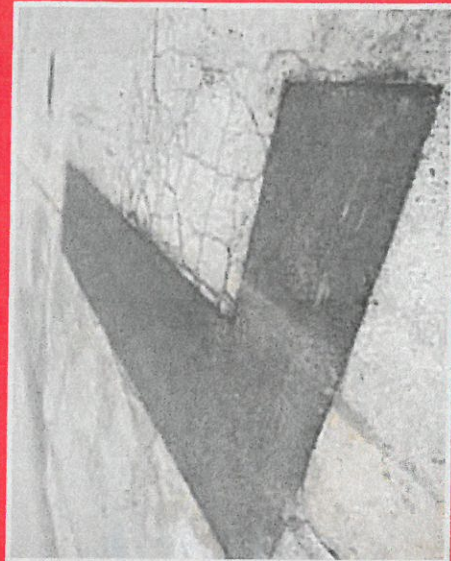
COAT ASPHALT WITH REJUVENATOR



LOAD HOPPER



RECYCLE ASPHALT OVERNIGHT



BUILD YOUR BIRD

Trailer Model

- ☐ Dump Box for Trailer Units
(12-volt electric over hydraulic; tandem axle)
- ☐ Extended Frame
(2 or 4 foot extension)
- ☐ Hydraulic Unloading and Loading Doors
(12-volt electric over hydraulic)

Fuel Source

- ☐ Diesel Burner / Auto Temp Control / 12-Volt Battery
- ☐ Propane Burner / Auto Temp Control / 12-Volt Battery (propane tanks not included)
- ☐ Cold Weather Package
(DAVCO diesel fuel preheater)
- ☐ Diesel Burner Tune-Up Kit

Asphalt Recycling Options

- ☐ Dual Burner Recycling Package
(2nd burner, 2nd heat duct and 24-hour timer included)
- ☐ Spray System for Heated Rejuvenator or Tack
(for spraying water-based rejuvenator or tack only)
- ☐ Hose Reel (for spray system)
- ☐ Battery Charger Package
- ☐ Timer - 24-Hour
- ☐ Timer - 7-Day

Truck-Mount Model

- ☐ Upgrade Hydraulic Loading Doors to Bi-Fold
(recommended for all truck-mount units with hydraulic doors)
- ☐ Hook Lift Sub-Frame

Warning Light Options

- ☐ Arrow Board (LED or non-LED)
- ☐ Arrow Stick (LED or non-LED)
- ☐ Backup Lights
- ☐ LED Lighting Upgrade
(two red LED 4" round stop/tail/turn lights per side)
- ☐ LED Lighting Upgrade
(one red LED 4" round stop/tail/turn light and one amber strobe per side)
- ☐ LED Lighting Upgrade
(two red LED 4" round stop/tail/turn lights and one amber strobe per side)
- ☐ Night Work Lights (LED or non-LED)
- ☐ Warning Light / STROBE

Asphalt Rejuvenator and Release Agent

- ☐ Rejuvenating Liquid for Asphalt Recycling
(5-gallon pail or 55-gallon drum)
- ☐ Asphalt Release Agent
(5-gallon pail or 55-gallon drum)
- ☐ Asphalt Release Agent Dispenser Holder for Solvent Sprayer (sprayer not included)



BID FORM

1. Trailer Mounted Asphalt Recycler/Hotbox

Make/Model/Year: Spaulding / 4 Ton Propane / 2023

Total Price \$ 46,995.00

2. Special Conditions or Restrictions on Bid Price:

None

3. Delivery

90-150 Days will be required for delivery of the item quoted following receipt of the order.

4. Parts & Service

State the location of your parts and service department.

2085 Lisbon Road, Lewiston, Maine

Company Name: Viking Cives of Maine

Signature: David L. Kingsbury Date 9/5/23

Printed Name: David L. Kingsbury

Title: Regional Sales Manager

Telephone: 207-602-9519

Email: d.kingsbury@vikingcives.com

DATA SHEET; ANY DEVIATIONS MUST BE NOTED

GENERAL:

WEIGHT:

DEMENSIONS

HOPPER: There are cross-tubes in hopper to better heat center of load.

TRAILER:

CONTROLS/GAUGES:

PROPANE, MATERIAL HEATING SYSTEM:

ELECTRICAL/BATTERY SYSTEM:

PAINT: Per Specification

WARRANTY: Per Specification



Cives Corporation, dba
Viking Cives (USA)
40 Coles Crossing
Sidney, Maine 04330
Phone: (207) 624-1928
Fax: (207) 547-3343
tireland@vikingcives.com

QUOTATION

Quote ID:

Page 1 of 2

Customer: C/O Ellsworth
Contact:
Address: Highway Dept
Ellsworth, Maine

Phone:
Fax:
Attn:

Quote Number: 600004
Quote Date: 9/6/2023
Quote valid until: 11/6/2023
For:
Terms: Net 30 days
Salesperson: David L. Kingsbury
FOB: Lewiston, Maine/

QUANTITY	DESCRIPTION	UNIT PRICE	AMOUNT
1	Spaulding 4 Ton Trailer Mounted Reclaimer/Recycler, Hydraulic Dump, Hydraulic Rear Door, Manual Top Doors, Propane Fired, Oil Jacket, (2) Strobes, (2) 100 Lb Propane Tanks, Warranty as Requested, Delivered Delivery : 90-150 Days ARO		\$46,995.00
Quote Total:			\$46,995.00
Tax :			
Total Due:			\$46,995.00

The following options may be added:

QUANTITY	DESCRIPTION	PRICE EACH	AMOUNT

Customer must fill out the information below before the order can be processed...

Accepted by:	
Date:	
P.O. number:	

D. L. Kingsbury
9/6/2023

The price and terms on this quotation are not subject to verbal changes or other agreements unless approved in writing by the Home Office of the Seller. All quotations and agreements are contingent upon strikes, accidents, fires, availability of material and all other causes beyond our control. Prices are based on costs and conditions existing on date of quotation and are subject to change by the Seller before final acceptance.

Spaulding Mfg., Inc.

"Quality Since 1982"

R.M.V 4 Ton Road Saver

Melt Down Hardened Hot Mix



Perks Of Being Green

- Saves fuel
- Saves Battery life
- Longevity of hopper
- Thermal Blanket for optimal even heat

Specification Standard

- Weight: 5100 lbs.
- Height: 78 Inches
- Length: 240 Inches
- Width: 87 Inches
- Door Opening: 115 Inches
- Fuel Source: Diesel / Propane
- 115,000 BTU Burner
- Easy Replaceable Combustion Chamber
- 12 Volt Electrical System
- Heavy Duty Frame with Continuous Welds
- Automatic Temperature Control
- Rear Curbside Controls
- Commercial Rated Tires



Options

- Hydraulic Dumping Hopper
- Safety Lighting
- Overnight Heat
- Heated Tack Tank
- Spray System for Tack Tank
- Other Options Available

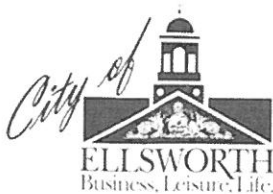
Spaulding Mfg., Inc.

Phone: (989) 777-4550 • Fax: (989) 777-7430

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Email: sales@spauldingmfg.com • Address: 5366 East Rd. Saginaw, Michigan 48601



BID FORM

1. Trailer Mounted Asphalt Recycler/Hotbox

Make/Model/Year: Stepp Model 3.0 (3 Cubic Yard) 4 Ton

Total Price \$ \$48,987.00

2. Special Conditions or Restrictions on Bid Price:

3. Delivery

200 Days will be required for delivery of the item quoted following receipt of the order.

4. Parts & Service

State the location of your parts and service department.

4 Cal's Way, Hartland, Maine 04943

Company Name: Allied Equipment, LLC

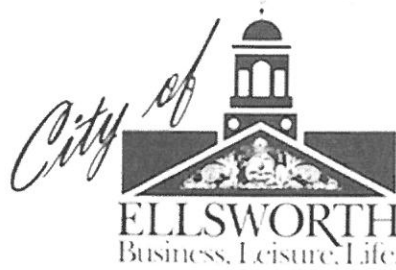
Signature: _____ Date Sept 6, 2023

Printed Name: Stewart L Sevey

Title: President

Telephone: 833-255-4331

Email: stewart@alliedequipsales.com



**Public Works Department
Asphalt Recycler/Hot Box/Patch Trailer**

Bid Announcement

The City of Ellsworth is accepting bids for the purchase of a new 4-ton Trailer Mounted Asphalt Recycler/Hot Box.

Bids must be submitted by 11:00 AM, Thursday September 7, 2023:

City of Ellsworth
City Clerk's Office
One City Hall Plaza
Ellsworth, ME 04605

Bids will be opened at the above time with the award to be made later. The City of Ellsworth reserves the right to accept or reject any or all bids in the best interest of the community.

General Requirements

1. Failure to comply with any of the general requirements may be grounds for rejection.
2. Bids must be received no later than the time and date specified below:
Time: 11:00 AM
Date: Thursday September 7th, 2023
3. The specifications listed are the minimum acceptable. Any deviation from the specifications shall be specifically and individually enumerated in the space provided marked "Deviation from Specifications" and attached check list completed.
4. All bids shall be submitted on the forms provided.

5. All bids must be in sealed envelopes and have written or type on the front of them **Mark Envelopes– “Bid for Asphalt Recycler/Hot Box.”**
6. All prices quoted shall be firm for a sixty (60) calendar day period.
7. Unit shall be the latest model available (manufactured in 2023), fully tested, serviced and ready to operate.
8. Payment shall be made to the successful vendor within 30 calendar days of the date of satisfactory delivery and acceptance by the City of Ellsworth.
9. Prices quoted shall include furnishing the equipment, all delivery costs, and ready for use at a location determined by the City.
10. In the quotation, all vendors should describe the warranty provided with the equipment, the term (in months, hours, etc.), and the coverage (which components of the equipment, parts, labor, transport, shipping, etc).
11. The City of Ellsworth reserves the right to reject any or all quotes, or parts thereof, and to waive any informality therein should the best interests of the City be served therein.
12. Specifications given are not meant to be restrictive. The vendor shall certify that the item proposed is equal to or of better quality than required by the specifications. Please attach cut sheets for items purposed in bid.
13. Chosen Bidder shall supply on delivery one hard copy/paper copy of operating, parts and shop manuals along with electronic equivalent, either CD or free web-based site. A retainer in the amount of 5% of the contract may be held pending receipt of these manuals.

BID SPECIFICATIONS
TRAILER MOUNTED ASPHALT RECYCLER / HOT BOX

GENERAL:

The equipment called for shall be a trailer mounted **propane fired** Asphalt Recycler / Hot Box.

WEIGHT:

The overall trailer capacity shall be no less than 14,000 lbs. (GVWR) with a hopper capacity of 8,000 lbs. (4 TON).

DIMENSIONS:

Overall dimensions of the entire unit shall not exceed 19'L x 8'W x 8'H measured from furthest point to furthest point in any direction.

HOPPER:

- All walls must be triple wall insulated seamless steel construction and side walls shall be angled to direct materials to material access door.
- Top loading doors shall be fully insulated steel doors hinged to hopper with bolt-on, greaseable 1" diameter 2-bolt pillow block bearings; doors open with manually retractable handles with locking positions when in travel; doors shall have lockable positions while both open for loading and closed for travel.
- The hopper shall have no interior partitions within 18" of the floor of the hopper
- Heat ducts are continuously welded and move heat from front to back and side to side for even heating of materials.
- Rear of the hopper contains a single insulated, guillotine-style, hydraulically controlled access door approximately 16" high by 33" wide and must be easily removable.
- Unloading door handle shall be located along the curbside sidewall of the hopper.
- Hopper shall be capable of tilting/dumping by means of two 3" electric over hydraulic cylinders, one attached to each side of the hopper and alignment guides/cradles shall be provided on the hopper and or trailer to ensure proper alignment of hopper when being lowered from the dump position.
- Safety rod to secure hopper in raised position is incorporated into the trailer.
- Secure mounting brackets for a minimum of 3-60lb. or 2-100 lb. refillable propane tanks with common connections (all propane tanks and required connections will be provided by the manufacturer of the asphalt recycler/hot box unit).

TRAILER:

- Trailer must comply with all state of Maine and Federal DOT/FMCSA Requirements.
- Trailer GVWR shall be no less than 14,000 lbs. and be equipped with the following:
- Hopper must be integrated into the trailer frame and not bolted to it
- All trailer lighting for road use (LED)
- Dual 7,000 lb. rated axles
- Standard electric brakes at all four wheels
- 16" heavy duty trailer tires mounted on 8-lug 16" steel wheels
- 3" pintle eye hitch with adjustable height from 18" to 30"
- 7 pin Flat RV trailer connector
- Two grade 70 safety chains at the tongue
- Bolt on 12-gauge steel fenders of both sets of wheels
- Non-slip diamond plate hopper access platform
- Metal basket sized to hold typically 5-gallon pail
- Release agent sprayer basket
- Secure 5 lb. fire extinguisher and mounting bracket (must be universal)
- Plate compactor storage platform with tie downs
- Hand-tool rack for rakes and shovels
- A 10,000 lb. bolt-on drop-leg parking jack at the tongue
- Support outriggers at the rear, if required while tilting hopper
- Battery box with quick locking lid
- All trailer wiring shall be run in metal conduit secured to frame of the trailer
-

CONTROLS/GAUGES:

- Temperature controller mounted in NEMA-3 rated lockable electrical enclosure.
- Temperature controls adjustable in increments of no more than 10° between 32° and 350° Fahrenheit.
-
- All controls/switches/toggles shall be clearly marked for function located in a condensed area on the curb side or rear for the unit.
- All wiring for controls shall be in conduit and protected from the elements as well as the heat of the unit and all controls shall be located in a weather proof container mounted to the unit well clear of pinch or potential burn areas.
- Unit shall have large, easy to read controls and gauges for burner temperature settings, voltage, fuel pressure, and fuel level.
- Unit must have 24-hour timer included to start burner anytime within a 24-hour

- period.
- Password protected temperature setting capabilities.

PROPANE MATERIAL HEATING SYSTEM:

- 105,000 BTU stainless steel burner system with timer.
- Electronic ignition system with flame-sensing probe and direct spark electrode.
- Propane burner cycles on and off automatically when the thermocouple senses a 10-degree drop in temperature.
- Automatic shut-down of heater and fuel if no flame is present for 10 seconds.
- Burner guards provide flame protection from wind caused by transport or weather.
- Heater can be unbolted and removed for cleaning.

ELECTRICAL/BATTERY SYSTEM:

- Two 12-volt deep cell batteries mounted in battery boxes on the trailer.
- 12-volt marine grade battery charger mounted to the trailer frame and hard wired to the unit's battery.
- Entire unit shall be capable of, and wired to running off a 12-volt system through both the 7-pin trailer connection and standard 110 electrical outlet.
- The rechargeable battery shall be a long-lasting, high-grade marine battery.
- All electrical for the unit shall GFI protected.
- All wiring shall be in protective conduit.
- All electrical connections shall be protected from the weather and splash-up caused by traveling the unit.
- Unit shall be equipped with 2 – Class 3 LED strobe lights mounted no more than 12" higher than the top of the hopper so that they will be visible from all four sides.

PAINT:

- Two coats of epoxy primer and two coats of urethane finish are applied to all parts.
- All wiring and lights will not be painted and shall be installed after painting.
- Rear bumper and sides of trailer/hopper shall also have high intensity conspicuity tape applied after painting the full length and width.

WARRANTY:

- 2 years on all components.
- 5 years on paint (other than at pivot, slides, hinges, and typical wear points).
- 10 years on trailer frame and axles.

DATA SHEET; ANY DEVIATIONS MUST BE NOTED

GENERAL: Per Spec

WEIGHT: Approx. 4500# empty weight Per Spec

DEMENSIONS Per Spec

HOPPER:

Rear shall have double guillotine style doors measuring. Each door shall be 14 ¾" high x 18 3/8" wide for a total opening of 32 3/4" wide.

Each door shall have its own handle.

TRAILER: Platform with railing and grip tape.

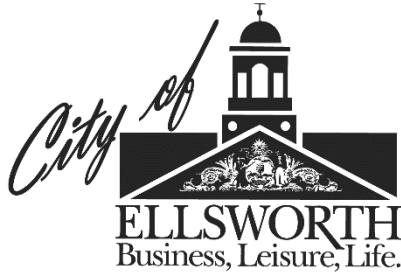
CONTROLS/GAUGES: Per Spec

PROPANE, MATERIAL HEATING SYSTEM: 250,000 BTU burner system with steel schedule 80 burner tube.

ELECTRICAL/BATTERY SYSTEM: Per Spec

PAINT: Per Spec

WARRANTY: Per Spec



1 City Hall Plaza ♦ Ellsworth, ME 04605-1942
Phone (207) 669-6619
awilson@ellsworthmaine.gov

MEMO

To: City Council Members

From: Adam Wilson, Harbormaster

Date: 08-20-2023

Re: Increase of Harbor Fees for the 2024 season

At the August meeting, the Ellsworth Harbor Commission approved recommending to the council the following.

10% increase in fees to the following- 30 ft. slips, 25-ft. slips, float dock and walk on dock. This will bring the Harbor/Park budget closer to becoming a self-sustaining department of the City,

This would increase the fees as follows

30ft.slip by \$176.00 for a total of \$1936.00

25ft. slip by \$148.00 for a total of \$1633.50

Weekly slip rental up 15.00 for a total of 165.00 week

Nightly transit slip .20 a total of 2.20 per foot per night

Float dock \$1.87 a ft. for a total of \$20.57 per ft. per season

Walk on dock by \$3.30 a ft. for a total 36.30 per ft. per season

Extended slip (pro-rated) up 14.00 to 154.00 per month

New is an early season docking fee for 50.00 this covers march 15 to June 1 each year

Proposed Motion: Move to approve the amended Harbor Fee Schedule as presented this evening.

¹ Harbor Fee Schedule: Proposed **2024 FEE SCHEDULE**

Annual Waiting List Application Fee	\$10 per year
Annual Slip Waiting List Application	\$25 per year ²
Resident Mooring Fee, Inner Harbor	\$150 per mooring, per year ³
Non-Resident Mooring Fee, Inner Harbor	\$150 per mooring, per year ⁴
Outer Harbor Mooring Fee	\$20.00 10.00 per mooring, per year
Float Mooring Fee	\$25.00 per year ⁵
Guest Mooring Fee	\$25.00 20.00 per night
Dinghy fees	none
Off season dock fee	\$50.00 March 20 th to June 1
Power fee – Transient Vessels	\$5 per night ⁶
Floating Dock	\$20.57 18.70 per foot * per season ⁷
Main Dock Fee:	\$2.00 1.50 per foot, per day, after 4 hours or at the discretion of the Harbormaster.
Dock “B” Extension	\$36.30 33.00 per foot, per season ⁸
Harbor Slips 30’	\$1936.00 1,760.00 per season ⁹
Harbor Slips 25’	\$ 1633.50 1,485.00 per season ¹⁰
Harbor Slips ½	\$ 1,000.00 per season ¹¹
Weekly Slips Rental	\$165.00 150.00 per week ¹²
After hour events and compensation	\$30 per hour, minimum of two hours. ¹³
Transient Slip Cost	\$2.10 2.00 per foot per night ¹⁴
Mooring/Slip Application Late Fee	\$50 per application ¹⁵
Harbor Park Event (Ellsworth Taxpayer/ Mooring or Slip Owner)	\$50 per event ¹⁶
Harbor Park Event (Non Taxpayers)	\$100 per event ¹⁷
To be reviewed annually as deemed necessary by the Harbor Commission ¹⁸	
Extended Season (pro-rated)	\$154.00 140 per month ¹⁹

*Per overall length of the boat including bow sprit and swim platforms

Approved at the December 21, 2020 Council Meeting.

A True Copy

Attest: _____

¹ Approved 10/18/2010

² Approved 3/18/2013

³ Approved 2/8/2016

⁴ Approved 2/8/2016

⁵ Approved 4/16/2018

⁶ Approved 3/18/2013

⁷ Approved 12/21/2020

⁸ Approved 12/21/2020

⁹ Approved 12/21/2020

¹⁰ Approved 12/21/2020

¹¹ Approved 1/11/2016

¹² Approved 5/16/2011

¹³ Approved 7/18/2011

¹⁴ Approved 3/18/2013

¹⁵ Approved 3/18/2013

¹⁶ Approved 8/19/2013

¹⁷ Approved 8/19/2013

¹⁸ Approved 3/18/2013 as part of the motion for CO#031307

¹⁹ Approved 11/8/2019 Special Council meeting
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ELLSWORTH CITY COUNCIL PUBLIC HEARING

The Ellsworth City Council will hold a public hearing on Monday, September 18, 2023, at 6:00 PM, in the City Hall Council Chambers, 1 City Hall Plaza, Ellsworth, Maine, on the following orders:

- Order authorizing \$8,680,000 of the City's Bonds to finance Sewer and Storm Drainage Improvements, with Pump Station Upgrades
- Order authorizing \$4,900,000 of the City's Bonds to finance Water Main Replacement Projects

Citizens may appear in person to make comment or ask questions during the public hearing.

Toni Dyer
Ellsworth City Clerk

[Note: must be published and posted 10 days prior to the public hearing.]

CITY OF ELLSWORTH

Council Order # _____

TITLE: Order authorizing issuance of up to \$4,900,000 of the City's General Obligation Bonds to finance Water Main Replacement Projects

By the City Council of the City of Ellsworth be it hereby:

ORDERED that pursuant to 30-A M.R.S. §5772, the City Charter, as amended, and all other authority thereto enabling, the Treasurer and the Chair of the City Council are hereby authorized, in the name of and on behalf of the City, to borrow up to \$4,900,000, and to issue therefore, at one time or from time-to-time, the City's general obligation bonds (the "Bonds") and notes in anticipation thereof (the "Notes") in like amount, the proceeds of which, including premium and investment earnings thereon, if any, to be used and are hereby appropriated to pay a portion of the costs of the following improvements (the "Projects"):

<u>Project Description</u>	<u>Bond Amount</u>	<u>Useful Life (est.)</u>
Surry Road Water Main Replacement	\$3,177,000	25 years
Oak Street Water Main Replacement	\$1,723,000	25 years
Total	\$4,900,000	

ORDERED that the Treasurer is authorized, in the name of and on behalf of the City, to execute and file an application with the Public Utilities Commission of the State of Maine to approve issuance of the Bonds.

ORDERED that said Bonds and Notes (including any bonds or notes required to provide for exchanges or transfers of Bonds or Notes previously issued), shall be executed and delivered in the name of and on behalf of the City by the manual or facsimile signatures of the Treasurer and the Chair of the City Council (provided that at least one of such signatures shall be a manual signature), sealed with the seal of the City, attested by its Clerk.

ORDERED that the Treasurer and the Chair of the City Council shall determine the form, dates, maturities (not to exceed the maximum term permitted by law), denominations, interest rate or rates, place of payment, provisions for redemption prior to the stated maturity date(s), with or without a premium, as provided in Title 30-A, §5772(6) of the Maine Revised Statutes, as amended, and all other details of the Bonds and Notes, including the timing and provision for their sale and award, which may be through a public offering or a private placement, or a combination thereof, on a competitive or negotiated basis, or a combination thereof, their determination and approval thereof to be conclusively evidenced by the execution thereof.

ORDERED that each year that any of the Bonds remain outstanding, the City shall levy a tax in an amount necessary to meet, with other revenues, if any, available to the City for that purpose, the payment of the annual installment of principal and the annual interest on such Bonds.

ORDERED that if the Bond or Notes are issued on a tax-exempt basis, the Treasurer is hereby authorized in the name of and on behalf of the City (i) to covenant and certify that no part of the proceeds

of the Bonds or Notes, or the Projects, shall be used directly or indirectly in any manner that would cause the Bonds or Notes to be “private activity bonds” or “arbitrage bonds” within the meaning of Sections 141 or 148 of the Internal Revenue Code of 1986, as amended (the “Code”), and (ii) to covenant and agree that the City will take all such action as may be necessary to ensure that interest on the Bonds or Notes will remain exempt from federal income taxation and that the City will refrain from any action that would cause interest on the Bonds or Notes to be subject to federal income taxation.

ORDERED that the term “cost” or “costs” as used herein and applied to the Projects, or any portion thereof, includes, but is not limited to: (1) the purchase price or acquisition cost of all or any portion of the Projects; (2) the cost to design, construct or reconstruct, renovate, improve, repair, furnish and equip the Projects; (3) the cost of land, easements and other real property interests, landscaping and site preparation, all appurtenances and other fixtures, facilities, buildings and structures either on, above, or under the ground which are used or usable in connection with the Projects; (4) the cost of feasibility studies, surveys, environmental studies and assessments, engineering, plans and specifications, legal and other professional services associated with the Projects; and (5) issuance costs, including premiums for insurance, capitalized interest and other fees and expenses relating to the financing transaction.

ORDERED that the Treasurer is hereby authorized, in the name of and on behalf of the City, to do or cause to be done all such acts and things, including to approve, execute and deliver such contracts, agreements, loan agreements (including but not limited to one or more loan agreements with the Maine Municipal Bond Bank), investment agreements, bond purchase agreements, continuing disclosure agreements, official statements, certificates, tax certificates, instruments, a Letter of Representation or other agreement required to allow the Bonds or Notes to be issued through the Depository Trust Company Book-Entry Only System, and such other documents, as may be necessary or advisable in order to accomplish the issuance of the Bonds and Notes and the investment of the proceeds thereof (the “Bond Documents”), and in order to maintain the tax-exempt status of such Bonds and Notes (as applicable) and, to the extent available under the Code, to designate the Bonds and Notes as qualified tax-exempt obligations for purposes of Section 265(b) of the Code, which Bond Documents may be in such form and contain such terms and provisions including, without limitation, the waiving of the City’s sovereign or governmental immunity with respect to the enforceability of any of the foregoing, and such other details as he shall approve, his approval to be conclusively evidenced by the execution thereof.

ORDERED that if the actual cost of any Project differs from the estimated cost, whether due to completion, delay or abandonment of the Project, or for any other reason, the Treasurer is hereby authorized, in her discretion, to reallocate proceeds of the Bonds to any other Project;

ORDERED that if the Treasurer, Chair of the City Council, or Clerk are for any reason unavailable to approve and execute the Bonds or Notes, or any Bond Documents, the person or persons then acting in any such capacity, whether on an interim or acting or temporary basis, as an assistant, a deputy, or otherwise, is authorized to act for such official, in the name of and on behalf of the City, with the same force and effect as if such official had himself or herself performed such act.

ORDERED that if the Treasurer, Chair of the City Council, or Clerk have signed or sealed the Bonds and Notes, but shall cease to be such officers or officials before the Bonds or Notes so signed and sealed shall have been actually authenticated or delivered by the City, such Bonds or Notes nevertheless may be authenticated, issued, and delivered with the same force and effect as though the person or persons who signed or sealed such Bonds or Notes had not ceased to be such officer or official; and also any such Bonds or Notes may be signed and sealed on behalf of the City by those persons who, at the actual date of the

execution of such Bonds or Notes, shall be the proper officers and officials of the City, although at the nominal date of such Bonds or Notes any such person shall not have been such officer or official.

ORDERED that while any of the Bonds remain outstanding, the Treasurer and Chair of the City Council are hereby authorized, in the name of and on behalf of the City, to issue and deliver refunding bonds on either a current or advance refunding basis, to refund some or all of the Bonds then outstanding, and to determine the date, form, interest rate, maturities (not to exceed 30 years from the date of issuance of the original bonds) and all other details of such refunding bonds, which may be made callable, with or without premium, prior to their stated date(s) of maturity, and to determine the form and manner of their sale and award, which refunding bonds shall be signed in like manner as the Bonds.

ORDERED that while any of the Bonds remain outstanding, all authority granted pursuant to this Order shall be, remain, and continue in full force and effect without the necessity of any further action of the City Council.

ORDERED that the City may pay certain costs of the Project prior to the issuance of the Bonds and Notes (referred to as "original expenditures"); to that end, the City hereby declares its official intent to reimburse itself for such original expenditures from the proceeds of such Bonds and Notes, and this Order shall constitute the City's declaration of official intent pursuant to Treasury Regulation §1.150-2.

CITY OF ELLSWORTH

Council Order # _____

TITLE: Order authorizing issuance of up to \$8,680,000 of the City's General Obligation Bonds to finance Sewer and Storm Drainage Improvements, with Pump Station Upgrades

By the City Council of the City of Ellsworth be it hereby:

ORDERED that pursuant to 30-A M.R.S. §5772, the City Charter, as amended, and all other authority thereto enabling, the Treasurer and the Chair of the City Council are hereby authorized, in the name of and on behalf of the City, to borrow up to \$8,680,000, and to issue therefore, at one time or from time-to-time, the City's general obligation bonds (the "Bonds") and notes in anticipation thereof (the "Notes") in like amount, the proceeds of which, including premium and investment earnings thereon, if any, to be used and are hereby appropriated to pay a portion of the costs of the following improvements (the "Projects"):

<u>Project Description</u>	<u>Bond Amount</u>	<u>Useful Life (est.)</u>
Improvements to the City's sewer collection and treatment system, its stormwater drainage infrastructure system, and various pump station upgrades	\$8,680,000	25 years

ORDERED that said Bonds and Notes (including any bonds or notes required to provide for exchanges or transfers of Bonds or Notes previously issued), shall be executed and delivered in the name of and on behalf of the City by the manual or facsimile signatures of the Treasurer and the Chair of the City Council (provided that at least one of such signatures shall be a manual signature), sealed with the seal of the City, attested by its Clerk.

ORDERED that the Treasurer and the Chair of the City Council shall determine the form, dates, maturities (not to exceed the maximum term permitted by law), denominations, interest rate or rates, place of payment, provisions for redemption prior to the stated maturity date(s), with or without a premium, as provided in Title 30-A, §5772(6) of the Maine Revised Statutes, as amended, and all other details of the Bonds and Notes, including the timing and provision for their sale and award, which may be through a public offering or a private placement, or a combination thereof, on a competitive or negotiated basis, or a combination thereof, their determination and approval thereof to be conclusively evidenced by the execution thereof.

ORDERED that each year that any of the Bonds remain outstanding, the City shall levy a tax in an amount necessary to meet, with other revenues, if any, available to the City for that purpose, the payment of the annual installment of principal and the annual interest on such Bonds.

ORDERED that if the Bond or Notes are issued on a tax-exempt basis, the Treasurer is hereby authorized in the name of and on behalf of the City (i) to covenant and certify that no part of the proceeds of the Bonds or Notes, or the Projects, shall be used directly or indirectly in any manner that would cause the Bonds or Notes to be "private activity bonds" or "arbitrage bonds" within the meaning of Sections 141 or 148 of the Internal Revenue Code of 1986, as amended (the "Code"), and (ii) to covenant and agree that the City will take all such action as may be necessary to ensure that interest on the Bonds or Notes

will remain exempt from federal income taxation and that the City will refrain from any action that would cause interest on the Bonds or Notes to be subject to federal income taxation.

ORDERED that the term “cost” or “costs” as used herein and applied to the Projects, or any portion thereof, includes, but is not limited to: (1) the purchase price or acquisition cost of all or any portion of the Projects; (2) the cost to design, construct or reconstruct, renovate, improve, repair, furnish and equip the Projects; (3) the cost of land, easements and other real property interests, landscaping and site preparation, all appurtenances and other fixtures, facilities, buildings and structures either on, above, or under the ground which are used or usable in connection with the Projects; (4) the cost of feasibility studies, surveys, environmental studies and assessments, engineering, plans and specifications, legal and other professional services associated with the Projects; and (5) issuance costs, including premiums for insurance, capitalized interest and other fees and expenses relating to the financing transaction.

ORDERED that the Treasurer is hereby authorized, in the name of and on behalf of the City, to do or cause to be done all such acts and things, including to approve, execute and deliver such contracts, agreements, loan agreements (including but not limited to one or more loan agreements with the Maine Municipal Bond Bank), investment agreements, bond purchase agreements, continuing disclosure agreements, official statements, certificates, tax certificates, instruments, a Letter of Representation or other agreement required to allow the Bonds or Notes to be issued through the Depository Trust Company Book-Entry Only System, and such other documents, as may be necessary or advisable in order to accomplish the issuance of the Bonds and Notes and the investment of the proceeds thereof (the “Bond Documents”), and in order to maintain the tax-exempt status of such Bonds and Notes (as applicable) and, to the extent available under the Code, to designate the Bonds and Notes as qualified tax-exempt obligations for purposes of Section 265(b) of the Code, which Bond Documents may be in such form and contain such terms and provisions including, without limitation, the waiving of the City’s sovereign or governmental immunity with respect to the enforceability of any of the forgoing, and such other details as he shall approve, his approval to be conclusively evidenced by the execution thereof.

ORDERED that if the actual cost of any Project differs from the estimated cost, whether due to completion, delay or abandonment of the Project, or for any other reason, the Treasurer is hereby authorized, in her discretion, to reallocate proceeds of the Bonds to any other Project;

ORDERED that if the Treasurer, Chair of the City Council, or Clerk are for any reason unavailable to approve and execute the Bonds or Notes, or any Bond Documents, the person or persons then acting in any such capacity, whether on an interim or acting or temporary basis, as an assistant, a deputy, or otherwise, is authorized to act for such official, in the name of and on behalf of the City, with the same force and effect as if such official had himself or herself performed such act.

ORDERED that if the Treasurer, Chair of the City Council, or Clerk have signed or sealed the Bonds and Notes, but shall cease to be such officers or officials before the Bonds or Notes so signed and sealed shall have been actually authenticated or delivered by the City, such Bonds or Notes nevertheless may be authenticated, issued, and delivered with the same force and effect as though the person or persons who signed or sealed such Bonds or Notes had not ceased to be such officer or official; and also any such Bonds or Notes may be signed and sealed on behalf of the City by those persons who, at the actual date of the execution of such Bonds or Notes, shall be the proper officers and officials of the City, although at the nominal date of such Bonds or Notes any such person shall not have been such officer or official.

ORDERED that while any of the Bonds remain outstanding, the Treasurer and Chair of the City Council are hereby authorized, in the name of and on behalf of the City, to issue and deliver refunding bonds on either a current or advance refunding basis, to refund some or all of the Bonds then outstanding, and to determine the date, form, interest rate, maturities (not to exceed 30 years from the date of issuance of the original bonds) and all other details of such refunding bonds, which may be made callable, with or without premium, prior to their stated date(s) of maturity, and to determine the form and manner of their sale and award, which refunding bonds shall be signed in like manner as the Bonds.

ORDERED that while any of the Bonds remain outstanding, all authority granted pursuant to this Order shall be, remain, and continue in full force and effect without the necessity of any further action of the City Council.

ORDERED that the City may pay certain costs of the Project prior to the issuance of the Bonds and Notes (referred to as "original expenditures"); to that end, the City hereby declares its official intent to reimburse itself for such original expenditures from the proceeds of such Bonds and Notes, and this Order shall constitute the City's declaration of official intent pursuant to Treasury Regulation §1.150-2.

ORDERED that if any of the Bonds or Notes are issued through the State of Maine Clean Water Revolving Loan Fund (CWSRF), the following resolutions required by Section C(4)(e) of the CWSRF Rules, Chapter 595 (the "SRF Regulations"), administered by the Department of Environmental Protection and the Maine Municipal Bond Bank (the "Bond Bank"), be and hereby are adopted:

- a. That a Project Account shall be created for the Projects which shall be separate from all other accounts of the City. If operating revenues are to be used to retire the debt, a sub-account will be established;
- b. That the Project Account shall be maintained in accordance with standards set forth by the Bond Bank and in accordance with generally accepted government account standards;
- c. That a final accounting shall be made to the Bond Bank of the total cost of each Project upon completion of the Project performance certification as set out in Section G(3) of the SRF Regulations and the City acknowledges that the Bond Bank reserves the right at its sole discretion to be provided with a cost certification of the Project as built;
- d. That an annual audit of the City, prepared by a certified public accountant or licensed public accountant be provided to the Bond Bank for the term of the loan;
- e. That the City shall maintain insurance coverage on the Projects in an amount adequate to protect the Bond Bank's interest for the term of the loan with the Bond Bank named as loss payee;
- f. That the City will comply with any special conditions specified by the Department of Environmental Protection's environmental determination until all financial obligations to the State have been discharged;
- g. That the City certify to the Bond Bank that it has secured all permits, licenses and approvals necessary and that it has a dedicated source of revenue for repayment;

- h. That the City establish a rate, charge or assessment schedule in order to pay principal and interest. Such rate change or schedule shall provide total operations and debt service coverage at a level at which the coverage for the Bond Bank is sufficient;
- i. That the City must demonstrate the ability to pay reasonably anticipated costs of operating and maintaining the financed Project; and
- j. That the City abide by the SRF Regulations, as revised and amended and relevant State statutes of the State of Maine.



Ellsworth Fire Department

*1 City Hall Plaza, Ellsworth, Maine 04605
Phone (207) 667-8666 ♦ Fax (207) 667-4908
www.ellsworthmaine.gov*



*Chief Scott Guillerault
sguillerault@ellsworthmaine.gov*

*Deputy Chief Doug Belletete
dbelletete@ellsworthmaine.gov*

MEMO

To: Ellsworth City Council
From: Scott Guillerault, Fire Chief
Reference: EMS Billing Ordinance
Date: 08/30/2023

Councilors,

This memo is to serve as a request to approve an EMS billing Ordinance.

On August 21, 2023, City Council approved the provision of EMS service to the city of Ellsworth. This also included the contracted area of Fletchers Landing. The service being provided comes with additional costs.

The EMS Billing Ordinance was drafted based on similar ordinances of communities providing EMS transport similar to Ellsworth. The fees established were based on research of surrounding communities of the same population demographics. Fees collected will assist the city with covering some of the operational costs associated with operating a transport EMS agency.

The EMS Billing Ordinance draft was submitted in August to the City Attorney for review and approval.

Billing will be done by a 3rd party vendor at a contracted rate of 6% of collected fees.

Action to be take: The Ellsworth Fire Department request acceptance of the EMS Billing Ordinance and fee schedule

Respectfully submitted,
Scott Guillerault, Fire Chief

City of Ellsworth, Maine

EMS Billing & Collections Ordinance

Purpose

The purpose of this ordinance is establish billing and collection for user fees and beneficiaries with the intention of providing efficient, effective and sustainable Emergency Medical Services and offset direct costs..

Definitions

- A. 911 Call – A call made to a 911 Public Safety Answering Point requesting the response of an ambulance for a medical emergency.
- B. Advanced Life Support -ALS
 - a. ALS-1: Providing transportation by ground ambulance vehicle, medically necessary supplies and services, and either and ALS personnel or the provision of at least on ALS intervention.
 - b. ALS-2: Providing transportation by ground ambulance vehicle, medically necessary supplies and service, and the administration of a least 3 medications by intravenous push/bolus, or by continuous infusions excluding crystalloid, hypotonic, isotonic, and hypertonic solutions (dextrose, normal saline, ringers lactate). Or providing transportation, medically necessary supplies and services, and the provision of one of the following
 - i. Manual Defibrillation/Cardioversion; or
 - ii. Endotracheal Intubation; or
 - iii. Central venous line; or
 - iv. Cardiac pacing; or
 - v. Chest decompression; or
 - vi. Surgical airway; or
 - vii. Intravenous line
- C. ALS Intercept: The request from another service to utilize the services of the Ellsworth Fire Department’s ALS provider for assistance during a transport
- D. Basic Life Support-BLS: Providing transportation by ground ambulance and the provision of medically necessary supplies and services, including BLS ambulance services as defined by the state.
- E. Emergency Medical Technician (EMT), EMT-A, & Paramedic: An individual having the special, well defined skills and knowledge in emergency medicine, who has the training to provide pre-hospital emergency medical treatment at the Basic Life Support Level (EMT) or advance medical treatment at the advanced level (EMT-A or Paramedic) and is licensed by the State of Maine Emergency Medical Services.

- F. Emergency Medical Services (EMS): Services utilized in responding to needs of those persons in need of immediate medical care within the jurisdiction of the City, including but not limited to rendering of basic or advance life support care, provided by the Ellsworth Fire Department.
- G. Patient: A person who receives an EMS response or a person who receives emergency medical services from the Ellsworth Fire Department.
- H. The City: refers to the City of Ellsworth
- I. Third-party Payer: an insurance carrier or another coverage provider having the responsibility to pay for medical services rendered to a patient as a result of the patients accident, injury or illness.
- J. Transport designation:
 - a. Transport: The transport of an individual to a hospital after a 911 call.
 - b. No Transport: The outcome of a 911 call when NO patient is transported to a hospital.
 - i. On Scene Care with evaluation- No Transport – The response to a 911 call where a patient is evaluated treated, and the patient is not transported to the hospital.
 - ii. On Scene Care with Medication – No transport – The response to a 911 call where a patient is evaluated, treated, medication administered, and the patient is not transported to the hospital.
 - iii. Call for Service without treatment-No Transport – The response to a 911 call where a patient is not transported to the hospital, and no medical care or treatment is provided. An example is a “lift assist.”

Designation as a Provider

The city recognizes the City of Ellsworth Fire Department as a provider of pre-hospital emergency medical services within the corporate limits of the City and outside of the City limits as determined by contract(s) or mutual aid agreements reviewed and approved by the City Council.

Designation Account of Funds

The fees collected from the provision of ambulance service shall be deposited directly into the EMS reserve account for the purpose of paying the reasonable and necessary expenses actually incurred including personnel, training, supplies, and equipment, used in providing ambulance under this ordinance.

Fees cannot be used to raise general revenue or fund other services or general government. Monies from the EMS reserve or Ambulance reserve may be transferred into the general fund if it is to cover or offset direct departmental costs for EMS

Equal Delivery in Services

No persons requiring emergency medical services and/or transportation shall be denied due to lack of insurance or ability to pay levied charges.

Mutual Aid and Primary User Fess

The fees to be charged for ambulance service shall be determined by the City Council upon the recommendation of the City Manager representing all interests of the town and department.

The fees will be proportionate to the actual cost of providing service, will only be imposed on those who actually receive service and will be imposed on all similarly situated persons equally. Any exception to set fees must be approved by the City Council.

Transport Rates:

The following rates will be charged for transports. Mileage will be charged at the stated rate in addition to the transport charge:

Mileage per Mile	\$20
ALS Non-Emergency	\$550
ALS1 Emergency	\$1000
ALS 2 Emergency	\$1500
BLS Non-Emergency	\$475
BLS Emergency	\$750
ALS Intercept*	\$100 (Flat fee no mileage)

*billed directly to service requesting assistance.

Non-Transport Rates

The following rates will be charged for responses that do not result in transport:

Call for Service without Treatment -No Transport (Lift assists for no injury falls, medical alarm activations, etc...)	3 assists per month \$0, After 3 assists per month – per response fee \$35.
On Scene Care with evaluation/treatment– No Transport (medical complaints, non-medication treatment)	3 assists per month \$0, After 3 assists per month – per response fee \$35.
On Scene Care with Medication Therapy – No Transport	\$200

Agreements:

The City of Ellsworth may contract with a 3rd Party billing service for the administration of this policy.

Collections

The City of Ellsworth may authorize the 3rd Party billing company to pursue collection of all past-due accounts. .

Responsibility of Cost Recovery and Financial Oversight

The municipal Fire Chief shall bear the ultimate responsibility to ensure the sustainability of the provision of EMS by working in conjunction with City Officials/Committees, and the Fire Department.

The Finance Director/Treasurer has the ultimate responsibility to maintain the financial records and depositing of funds when submitted by the Fire Department for EMS responses.

Appeals

The City Manager may hear appeals of ambulance bills and make agreements with citizens for the payment of bills.

Legal Statement

Because municipalities in Maine have “home rule” power (30-A M.R.S.A §3001. Ordinance power) The City of Ellsworth is not dependent on existence of specific State enabling laws for the authority to establish fees. This ordinance is adopted pursuant to municipal home rule authority and Title 30-A Maine Revised Statutes Section §3001.

Should any section or provision of this ordinance be determined to be unconstitutional, invalid, or unenforceable, such determination should not affect the validity of any other portion of the ordinance, or the remainder of the ordinance as a whole.



Ellsworth Fire Department

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*Deputy Chief Doug Belletete
dbelletete@ellsworthmaine.gov*

MEMO

To: Ellsworth City Council
From: Scott Guillerault, Fire Chief
Reference: SAFER Marketing Plan
Date: 08/30/2023

Councilors,

This memo is to serve as a request of the Fire Chief to award a bid for SAFER grant sponsored Recruitment and Retention Marketing.

In the fall of 2021, Council approved for the Fire Chief to file an application with FEMA for the 2021 Staffing for Adequate Fire and Emergency Response (SAFER) for the recruitment and retention of volunteer firefighters. This application was filed as a regional grant to include the communities of Dedham, Hancock, Lamoine, Mariaville, Orland, and Trenton.

During the application process, a budget was created to cover all facets of a recruitment and retention program. One of the budget items was for Marketing. These covered areas are

- Print Marketing (Newspaper/Signs/Banners/Flyers/Brochures, etc.)
- Media Marketing (TV/Radio/Internet, etc.)
- Other -Website and marketing management

In April of 2023, the City of Ellsworth and the 6 sub-recipients communities were awarded the 2021 SAFER Grant for a total of \$1.2million. City Council approved the acceptance of the Grant at the May 2023 council Meeting.

In July of 2023, a bid was placed looking for a contractor to create a comprehensive 4 year marketing program. Bids closed on August 25, 2023. Three bids were received. On August 28, bids were opening with the City Clerk. First Arriving had the lowest bid and the most experience with firefighter recruitment marketing programs

Action to be take: Approve the Fire Chief to award the bid to First Arriving for a comprehensive Marketing program in the amount of \$146,975

Respectfully submitted,
Scott Guillerault, Fire Chief

The City of Ellsworth is accepting proposals for a Strategic Marketing with a focus on a branded marketing strategy, website design & development, recruitment & retention programs, video & photography, and social media.

Proposals will be accepted until 4pm Friday, August 25, 2023; all proposals will be opened publicly at that time. Proposals received after the deadline will not be

considered. Proposals should be marked "SAFER Marketing Program" and mailed to:

City of Ellsworth

Fire Chief

City of Ellsworth Fire Department

1 City Hall Plaza Ellsworth, Maine 04605

Questions or for a copy of the bid specs contact:

Scott Guillerault, Fire Chief,

sguillerault@ellsworthmaine.gov

207-667-8666

REQUEST FOR PROPOSALS

Ellsworth Area marketing program

DATES: RFP Proposals due Aug 25, 2023 5pm

RESPOND: Scott Guillerault, Fire Chief, City of Ellsworth Fire Department 1 City Hall Plaza Ellsworth, Maine 04605, 207-667-8666; sguillerault@ellsworthmaine.gov

I. Background and Goals

The fire departments of Dedham, Ellsworth, Hancock, Lamoine, Mariaville, Orland and Trenton came together in 2021 to develop a mission is to represent, coordinate and support the member departments fire, rescue, & EMS volunteers in central Hancock County, Maine.

The member departments protect approximately 19,000 citizens in the region with predominantly all volunteer or combination departments. They all collaboratively have an ongoing goal-is to increase the number of firefighters so their departments can respond to emergencies with an increased number of trained personnel, assembled at the incident scene, in a timely manner. The outlined goal is to increase volunteer staffing of the fire departments by approximately 60-80 additional personnel between all the agencies.

The project has several objectives:

1. **Visibility-** Our goal is to increase our visibility within the county and surrounding neighboring areas to recruit new volunteers and share information with the public.
2. **Recruiting** - Over a period of the next 4 years, the member departments have an ongoing goal to increase volunteer staffing of the fire departments by approximately 60-80 additional personnel, with a commitment to being diverse and inclusive departments.
3. **Retention** – Demonstrate internally and externally the commitment to service, courage to act, and the ability to perform, of our current volunteer staff.

Marketing is the next phase of our process as outlined above.

Marketing Project

Our current marketing is done directly by each of our department's, either by website or attendance at community events. The goal of the project is to increase visibility to demonstrate the need for volunteers using website, social media, print media, video production, and TV/radio marketing in a dynamic marketing plan. Branding the recruitment and retention program will be an important part of the plan. This will be done with input from the Grant Committee, Grant Manager, and the Volunteer Coordinator.

The above-mentioned project will support the mission of to provide the best fire and emergency medical services to the citizens and visitors of central Hancock County in the most cost effective and professional manner possible. The affiliated departments also strive to provide education on fire safety, medical assistance, and assistance to our neighboring communities as well, when needed.

Schedule and Budget

Proposals should include a timeline for completing the project. A marketing plan should be in place by November 25, 2023 with full implementation to follow within 30-45 days. If this date is not possible, please explain why and propose an alternate date in your document.

Funding has made available through federal grant funding for 4 years.

All labor, any materials, in-person meetings, travel expenses, and the transfer of the finished products must also be included.

Winning proposals will offer a creative way to engage our community to attract new volunteers.

II. Audience, Content and Functionality

Audience

Our audience, including all the citizens of Ellsworth and surrounding member communities. This is a coordinated effort to include recruitment and retention for the member departments of Dedham, Ellsworth, Hancock, Lamoine, Mariaville, Orland and Trenton. All marketing should primarily focus on recruitment for adults, and potential Junior Firefighters ages 16-18. . In preparing, it should also be demonstrated that we are looking to create a diverse workgroup without regard for age, sex, gender, race, or religion. Our goal is to create a talented, inclusive, diverse volunteer workforce.

Recruitment and Retention Video & Photography

- Recruitment
 - Video strategy and production to showcase opportunities and existing volunteers in coordinated effort tied to campaign mission
 - Professional Photography for use in static campaigns
 - Develop at least one primary recruitment video with vignettes of at least six featured members.
 - Goal of the featured member(s) vignettes
 - These will be edited as a longer form (90 seconds -3 minutes) as wells as short version (15/30 seconds) for deployment on social media platforms
 - 1. Ability to integrate video into current department recruiting website
 - Website creation
 - Clearing house for inquiries
 - Dynamic
 - Information source about the 7 agencies
 - Social Media integration
- Retention Videos
 - Develop and high-quality video show-casing activities, and milestones.
 - Department to also provide additional available photos and videos.
 - To be coordinated with the department fire chief, public information officer and the volunteer coordinator for each department.

III. Examples of Videos:

South Carolina Recruitment: Volunteers from All Walks of Life Wanted

<https://vimeo.com/309493464>

Without additional Script First Arriving was able to demonstrate the volunteers come from all walks of life.

Marion Fire Department Recruitment Video

<https://vimeo.com/305185024>

Marion Fire Department was able to personalize and demonstrate a commitment to the community, but also demonstrate diversity/inclusiveness. The fire department was also able to demonstrate the family environment within their department and community using interviews.

Waxhaw Volunteer department Recruitment Video

<https://vimeo.com/225621345>

Waxhaw takes the time to demonstrate the value of volunteers as it relates to their community. The use of interviews makes it more personalized to their community.

IFCA Signal Hill Fire Final HD

<https://www.youtube.com/watch?v=3gaQj5Gi9lY>

Illinois Fire demonstrates that their volunteers come from all walks of life. They were also able to relay that the fire service is a great place for former military.

IV. Examples of Websites:

<https://www.mainechiefsfire.com/>

Maine Fire Chiefs Association was able to update to a more dynamic user-friendly web-site. Live action Home page grabs viewers' attention to see more.

<https://www.harfordvolunteer.com/>

This website assists visitors with Immediate access to information related to becoming a volunteer, the why become a volunteer and the process. It also provides an immediate access to an inquiry form.

<https://nlvfd.com/>

The North Lenoir website uses video on the homepage to grab the attention of visitors with 1-3 sec video clips.



August 24, 2023

Chief Scott Guillerault
City of Ellsworth Fire Department
1 City Hall Plaza Ellsworth, Maine 04605

Dear Chief –

We are pleased to provide the attached SAFER Marketing Program proposal to support your grant award objectives.

This proposal includes six core elements, which together allow you to create a comprehensive recruitment marketing plan, and all of which should fall well within the scope of your approved marketing related expenses under the SAFER grant program. These core elements are budgeted over the four-year grant performance period for a total of \$146,975.00.

1. Recruitment Strategy & Management
2. Recruitment Focused Regional Website with individual profile pages for each of the seven (7) member fire departments.
3. Offline/Event Materials Design & Production
4. Marketing Program Delivery & Management
5. Video/Multi-Media Production
6. OPTIONAL Training & Education

It is our goal to engage your Grant Committee, Grant Manager, and the Volunteer Coordinators and other stakeholders to create and present a comprehensive recruitment strategy and marketing plan by November 25, 2023, with full implementation to follow within 30-45 days, all based on the actual date of contract execution.

Please note all costs are budgets based on our experience working with fire departments of similar size and scope. These elements, budget expectations and timelines are subject to refinement during the full R&D, branding and marketing plan development phase during the first 60-90 days of the engagement.

These budget numbers are placeholders pending development of the full marketing plan should we be selected. Virtually all elements can scale as needed to accommodate successful objectives and budget requirements. We do not believe coming in with a fully “canned” plan is the most effective approach for any recruitment effort. We will engage with your leadership, recruiters, volunteers and appropriate stakeholders to create something truly special.

We look forward to learning more about the needs and goals of your organization and discuss ways we may be able to help – like we've been able to do for so many Fire/EMS department partners, and leading regional and national fire service organizations like the National Volunteer Fire Council, National Fallen Firefighters Foundation and the Congressional Fire Services Institute; and the statewide recruitment and retention efforts for the States of South Carolina, Maryland, New York, Delaware and now Montana and several county and regional projects as outlined in our proposal.



Our team of volunteer firefighters/industry professionals offer comprehensive solutions to maximize your recruitment, community engagement, member information distribution and more.

Please don't hesitate to click or call with any questions. We look forward to the opportunity to work with you and your fire department. Thank you in advance for your consideration.

Tiger Schmittendorf
VP of Strategic Recruitment & Retention Services

TIGER SCHMITTENDORF
tiger@firstarriving.com

O: 716.313.2273

C: 716.777.0205



First Arriving SAFER MARKETING PROGRAM

Prepared for:
Scott Guillerault
City of Ellsworth ME Fire Department

Created by:
Tiger Schmittendorf
08 / 24 / 2023

Inside This Proposal

MARKETING AND RECRUITMENT SERVICES

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Marketing & Tech Services Case Studies
Recruitment Marketing Materials Portfolio
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About First Arriving

First Arriving, a leader in fire/EMS service marketing, recruitment and consulting services, is pleased to present this proposal to City of Ellsworth ME Fire Department

Our experience with the fire service volunteer department at the local, regional and national levels will provide for seamless organizational, communication strategy, marketing execution and program management.

First Arriving's client roster includes many organizations with similar engagements and projects including the South Carolina State Firefighters' Association, National Volunteer Fire Council, Maryland State Fireman's Association, Montgomery County (MD) Volunteer Fire & Rescue Association, Congressional Fire Services Institute, National Fallen Firefighters Foundation, and Fire & Emergency Manufacturers and Services Association.

Our services drive robust online and offline marketing campaigns, compelling video and multimedia creative, extensive social media engagement, thousands of recruitment and sales leads, best practice education, and vastly improved process workflow.

We feel confident that we are uniquely qualified to this be a part of your team and lead your marketing strategy and engagement. You don't have to teach us your business – we live and work in it every day as experienced volunteer firefighters and fire and emergency services leaders.

We are capable and innovative marketers and we have the bench strength to deliver the services you need for success.



R&R Services Leadership Team

The key to success in a project of this nature is all about picking the right partner. One reason we feel confident that we are uniquely qualified to be your partner is: you don't have to teach us your business – we live and work in it every day as experienced volunteer firefighters and recruiters.

Our team members are nationally recognized as SME-Subject Matter Experts in this field, traveling frequently to provide recruitment and retention coordination training and consulting. Their works are published and cited often in the form of magazine articles, book references, online webinars, and on various social media channels. They will bring their passion and decades of experience, recruitment success and insight to this recruiter and leadership training program.



Dave Iannone, CEO

dave@firstarriving.com

Since the age of 12, Dave has been in love with the fire service. He's spent the last 31 years at the Hyattsville (MD) VFD where he and others first worked together on Firehouse.com, later taking on all public safety and numerous other B2B, consumer & niche markets — from construction to security, medical to sports — in the digital & integrated media space. Over the years Dave has found many creative ways over the years to blend his passion for great content, the Web, and the fire/emergency services.



Tiger Schmittendorf, VP, Recruitment & Retention Services

tiger@firstarriving.com

Tiger Schmittendorf joined First Arriving full-time after retiring as Deputy Fire Coordinator for the County of Erie Department Homeland Security & Emergency Services (Buffalo NY), where he managed the recruitment, training and mutual aid operations of 97 fire departments and 6,000+ firefighters. He is a Nationally Certified Fire Instructor and has actively served as a firefighter with the Evans Center Volunteer Fire Company in Angola NY since 1980, having served as Chief of Training, Webmaster, Public Information Officer (PIO) and the department's first-ever junior firefighter. Schmittendorf brings 15 years of experience in engineering, sales, and marketing management to marketing the product he loves: the fire service.



Shannon Gilliland, Chief Operating Officer

sgilliland@firstarriving.com

Shannon is responsible for planning and implementing new business initiatives across First Arriving's suite of technology, marketing solutions, and strategic services. Prior to joining the team, Shannon served as the Director of Business Development for the International Association of Fire Chiefs (IAFC). Shannon brings over 15 years of experience with public safety in developing strategic partnerships, sales & marketing, project management, and client success transformation.

Strategic Recruitment Marketing Services Team

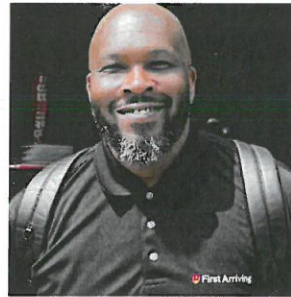
Our team of innovative marketers, strategists, project managers and creative specialists delivers the services you need for success. Like you and your team, this isn't a job for us, it's a calling. Our entire team is passionate about fire and emergency services agencies, non-profits & associations.



Chris Hebert
VP-Web Services



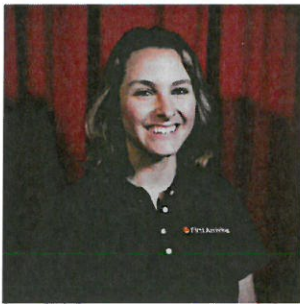
Kristina Greene
R&R Project Manager



Walter Campbell
Recruitment Strategist



Jon Weiss
Animation/Graphic Artist



Kailee Kelter
Senior Video Producer



Matthew Troy
Senior Video Director



Erin Crawley
Marketing Coordinator



Bill Carey
Social Media Manager

In addition to the resources outlined here, this project will include other team members as needed to meet your program's goals:

- Dedicated overall project manager
- Assigned recruitment strategist
- Graphic design support
- Dedicated webmaster services
- Full video production resources with experience in hundreds of recruitment video
- Campaign management and reporting services

Founded in 2013, First Arriving is headquartered in Ashland, Virginia with 40 full and part time staff in eight states.

Our Approach

Effective recruitment and retention of volunteer Fire and EMS personnel in today's ever-changing and ever-challenging environment requires a three-tiered approach for successful execution: The Clearinghouse; Tools & Education; and the "Trench Work" of getting the candidates in the door and converting them to serving volunteers. These three tiers are inter-related and inter-dependent in creating a cohesive and comprehensive approach to volunteer recruitment and retention.

Clearinghouse

Working with the website platform or a landing site specific to the recruitment efforts, the clearinghouse will be managed and marketed to build overall awareness of the volunteering opportunities available and will serve as the funnel for all recruitment inquiries and progress tracking.

Tools & Education

Social media and other online resources will be closely integrated with customized offline marketing efforts to create a comprehensive and coordinated recruitment campaign program. Training and education as outlined in this proposal will prepare the department leadership, recruitment team and department members to make the best use of the clearinghouse, recruitment marketing and other tools and resources to maximize the leadership, management, recruitment, retention and success of your existing and new volunteers.

Trench Work

While the clearinghouse will drive candidates to their firehouse door, and the tools and education will prepare them to be successful; it will be up to each individual participating department to get the potential recruits in the door and keep them there. They are ultimately in control of that challenge and the outcomes.

It Starts with an Attitude and a Plan

Here is our standard key action plan for new recruitment programs. We will develop your strategic plan, detailed process and execution timeline, milestones, approval points and related scheduling/key dates during the initial R&D process.

ADOPT

An adapt-and-overcome attitude. Treat every public interaction as a public service, education, public relations and recruitment opportunity.

ASSESS

Your current delivery system, available staffing, target audience and your need for volunteers.

PLAN

For new volunteers logistically, operationally, and culturally. Establish attainable goals and benchmarks for measuring success. Focus on quality—not just quantity. Be careful what you wish for!

IDENTIFY

Opportunities for change. Do what you do best. Outsource the rest.

TRAIN

Existing volunteers to recruit and retain. Take a team approach to building a bigger, better team.

CREATE

Messages and media that challenge the prospect to get involved. Always include a call-to-action and a sense of urgency.

DEMONSTRATE

The needs of and want for volunteers. Data drives decisions but people volunteer with their heart.

IMPLEMENT

Innovative solutions that are manageable, scalable and sustainable.

MEASURE

Progress and modify your program and efforts to meet changing needs and conditions.

FOLLOW-UP

And Follow-Through. Capture their attention early and often. Keep the prospect engaged throughout the entire process – **from recruit to retirement.**



First Arriving Recruitment and Retention Marketing Services

deliver results for volunteer fire/EMS departments looking to overcome recruitment challenges or take their efforts to the next level. We develop strategies, create campaigns, built recruit lead generation tools and drive recruitment awareness and progression in the agencies we serve.

Here are a few:

- Town of Cheektowaga (NY) Fire Districts - Cheektowaga, NY (9 volunteer fire departments)
- Harford County (MD) Volunteer Fire & Emergency Medical Services Association
- United Communities (MD) Volunteer Fire Department
- East Brunswick (NJ) Fire District #2
- Bellefonte (PA) Fire Department
- Third District (PA) Volunteer Fire Company
- We're also coordinating and supporting recruitment efforts for more than 100+ fire departments in 13 states
- **Read more about our statewide campaigns in Maryland and South Carolina in this proposal.**

First Arriving Websites: Whether you're a fire department looking for recruits or to keep your personnel connected, a leading manufacturer launching a new product, non-profit raising funds, and awareness, or an association driving its membership forward — First Arriving is ready to deliver, host & manage your Website.

Here are some of our departments that are using First Arriving websites:

- East Brunswick (NJ) Fire Department
- Bellmawr (NJ) Fire Department
- Prince Frederick (MD) Volunteer Fire Department
- Amarillo (TX) Fire Department
- Spring Creek (NV) Fire Department
- Newport (PA) Fire Company



Project Overview

The City of Ellsworth ME Fire Department and the member departments of Dedham, Ellsworth, Hancock, Lamoine, Mariaville, Orland and Trenton are seeking a qualified partner in First Arriving to develop and manage a robust recruitment marketing program. First Arriving, working in partnership with key stakeholders, will develop a powerful recruitment marketing strategy, campaign, creative and program management for this localized effort.

The primary objectives of the campaign are:

- Drive significant awareness of the need and want for adult and junior firefighters/first responders via multiple marketing channels.
- Target a diverse audience to drive **qualified** leads to the department to create a talented, inclusive, diverse volunteer workforce without regard for age, sex, gender, race, or religion.
- Develop multiple types of other recruitment print and offline materials.
- Provide the department with the tools, resources, best practices, and beyond to support the entire recruitment process.
- Develop communication tactics and provide guidance that stresses the importance of serving within the community.

The primary means to achieve these objectives shall be:

- Overall campaign/program branding concept and design, materials creation, distribution, campaign strategy and management, data collection, campaign reporting, multimedia elements, and more.
- Marketing campaign development includes identifying the best target vehicles based on appropriate demographics, for the program's needs.
- Execution of all marketing campaigns, including ad buys across multiple, marketing creative, monitoring, tweaks, and reporting.



Proposal Details

These elements, budget expectations and timelines are subject to refinement during the full R&D, branding and marketing plan development phase during the first 60-90 days of the engagement.

Recruitment Strategy & Materials

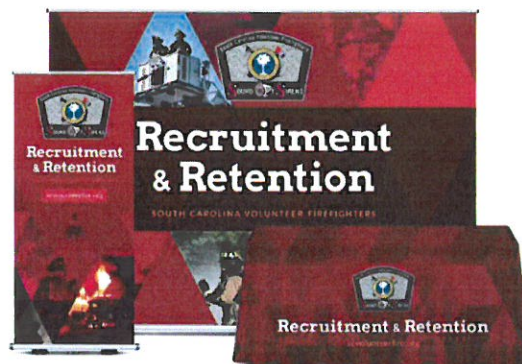
First Arriving will work with leadership and key stakeholders to develop a full circle recruitment and progression program.

- Develop recruitment strategy including review of current programs, objectives, and core recruitment campaign plan.
- Review of existing recruitment intake/workflow and recommendations/implementation plan.
- Identify the best media platforms to drive volunteer interest – online and offline. This may include but not be limited to a combination of social media and search marketing, outdoor, radio, print, and other marketing channels.
- Create and implement new materials such as a Prospective Volunteer Guide, Fact Sheet(s), and the applicant and member progression tracking resources that best fit the overall program.

The elements of this program shall include:

Recruitment Strategy

- On-site discovery meeting to conduct a “First Arriving Recruitment & Retention Strategic Roadmap,” a 360° size-up that looks below the surface at the responsibility, authority, accountability, and cultural wiring of your organization. We map the entire Volunteer Life Cycle, examining every document, process, and touchpoint from the moment of candidate inquiry, to recruit acceptance, onboarding, training, retention, to eventual departure from your volunteer organization. This organizational snapshot includes a gap analysis and identifies opportunities for change, sets goals for your recruitment and retention program, and makes recommendations for operational and strategic adjustments and enhancements. Read more about maximizing the VLC here: <https://www.firstarriving.com/maximizing-volunteer-life-cycle/>
- Overall campaign strategy development and management, messaging (recruitment theme, branding, key components), the initial launch of campaign materials/releases.
- Guide efforts to promote additional volunteer member recognition to the public.



Marketing Program Development and Management

- Kickoff video/phone conference with your recruitment team and regular follow-up communication, conference calls, and related coordination; direct project management platform access.
- Best practice onboarding/tracking training for lead/team. Advanced CRM integration for recruitment tracking.
- Define Key Performance Indicators (KPI) at measured intervals for trending, benchmarking, and improvement statistics. This includes monthly and annual reporting and adjustments based on campaign results.
- Includes Direct Advertisements expenses
 - 30% budget dedicated to third-party ad fees.
- Collect, analyze and report data relative to the reach and impact of the individual elements of the campaign and provide guidance for adjustment to campaign strategies and platforms to optimize impact.
- Marketing campaign on approved marketing channels (social media, search, local, print, radio, television, etc.) determined as part of the overall strategic campaign development process.
- We would generally not recommend coming up with a specific budget in advance for each marketing channel this early in the process vs. developing an overall program that aligns with the campaign's objectives, target demographics, etc. during the planning phase.
- Customized Audience development and execution on best channels (Google, Facebook, etc.) approved in the overall strategic marketing campaign plan.
- Collaboration with key stakeholders to identify and develop partnerships with local marketing channels and promotional partners.
- Campaign management, adjustments, creative asset creation, and management, and reporting, including ROI tracking for leads.

Event/Offline Materials (Design/Production/Delivery)

- Development of materials appropriate to the department to scale to the budget which could include but not be limited to such items as banners, newspaper ads, posters, flyers, business and interest cards, handbills, buck slips, rack cards, brochures yard signs, and, other print materials; mobile wraps, and signage.
- Includes Direct Printing Expenses
 - 70% budget dedicated to third-party fees.
 - **The budget is flexible and can scale based on approved funding.** The budget includes design and production.
 - The actual components and best materials to develop, format, and quantity of this will be mutually determined during the early campaign strategy phases.

Recruitment Videos & Photography

- Video strategy and production to showcase opportunities and/or existing volunteers in a coordinated effort tied to the overall campaign mission.
- Typically two feature-length "full story" style videos (two to three minutes)
 - 60, 30, and 15 second cut-down versions, culled from the longer-form, video, will be created for use in social media marketing.
 - Typically 5-9 Vignettes highlighting members, volunteer opportunities, speaking to target audiences, and/or showcasing activities, and milestones .
- Actual video content, duration and, format will be determined as part of the overall strategic plan development process.
- Assumes 2 days of visit by First Arriving video team, coordinated with department fire chief, public information officer and the volunteer coordinator for each member department to maximize filming opportunities.
- Departments to also provide additional available photos and videos.
- Production and editing of professional photographs taken during a video shoot for use in marketing.
- Budget includes:
 - Pre-Production: Project Manager, Producer, and Coordinator
 - Production: Director, Production Gear, Travel & Expenses, Insurance
 - Post-Production: Producer, Graphics, Editing, Media Management

Recruitment-Centric Website

Websites are the clearinghouse for information and lead generation for volunteer recruitment campaigns. Social media marketing alone is great for sharing moment-in-time "sound bites" of recruitment and community engagement information, but it is not sufficient to tell the "whole story" of your fire service. Websites provide consistency, continuity, and a focal point for your online and offline marketing efforts.

Our web design process starts by quickly creating and launching a single-page recruitment-centric landing page that leads with a volunteering call-to-action, showcases available volunteering opportunities and, highlights key benefits, followed by short snippets related to requirements, expectations, and/or the application process as applicable. The main focus of this landing page will be to motivate the candidate to start the volunteering conversation by completing a simple inquiry form which can be forwarded to your recruitment team for rapid follow-up. This allows the initiation of supporting online and offline marketing to start much sooner, driving all traffic to and through your new recruitment landing page; facilitating immediate lead tracking and source analysis. Once the landing page is launched, our webmasters transition to your full website buildout including comprehensive profiles for each of the member departments.

See the following pages for details on your regional recruitment website.

It Takes a Robust Regional Recruitment Website

A robust regional volunteer fire, rescue and EMS recruitment website will serve as the focal point for the campaign and all related interactions with potential volunteers and recruiters alike. Websites are the clearinghouse for information and lead generation for volunteer recruitment campaigns. Replacing any existing website or starting from scratch, our web design process starts by creating and launching a recruitment-centric landing page that leads with a volunteering call-to-action, showcases available volunteering opportunities and highlights key benefits, followed by short snippets related to requirements, expectations and/or next steps as applicable. The main focus of this landing page will be to motivate the candidate to start the volunteering conversation by completing a simple inquiry form which can be forwarded to your regional recruitment team for rapid follow-up and forwarding to the appropriate volunteer agency(s). This allows the initiation of supporting online and offline marketing to start much sooner, driving all traffic to and through your new recruitment landing page; facilitating immediate lead tracking and source analysis.

The key to recruitment marketing success is providing robust information on the departments and being able to add various tracking codes and integrations to report on lead generation for prospective volunteers. The other elements of this comprehensive marketing program will build off of and connect to the responsive recruitment-centric website we will build for you. The website serves as an all-encompassing hub for volunteering opportunities and will have long-term value, including search engine visibility, extending the value of the investment well into the future.

*About SEO - First Arriving designed and implemented websites are highly search engine optimized to get maximum visibility and long-term value and exposure beyond just the paid and organic marketing. **From our experience over time more than half the recruitment leads will come from organic search** as your site gains traction in Google and other search engines. This extends the value of the investment well beyond the performance period of the grant. We build for that outcome.*

Further, your website will be home to your valuable content. That content will become the focus of your search engine optimization (SEO) efforts so that your potential volunteers and referral sources will find you and learn about your departments. Online content is central to any modern brand development strategy.

First Arriving enhanced search engine optimization includes personalized Google analytics training and tracking recruitment, event & other submissions into CRM systems, Google sheets, or other database. In addition to the leads driven from the paid campaigns, the site will produce organically driven recruitment leads from search engines during and well after the conclusion of the contracted initiative.

First Arriving creates websites for leading national fire service organizations like [Women in Fire](#), the [National Volunteer Fire Council](#), [National Fallen Firefighters Foundation](#), and the [Congressional Fire Services Institute](#); and the statewide recruitment efforts for [Maryland](#), [New York](#), [Delaware](#), [South Carolina](#) and Montana.

The website's inquiry form can be forwarded to the county, regional or statewide RRC-Recruitment & Retention Coordinator and the appropriate local fire department recruiter(s) depending on whether the inquiry form was completed on the homepage or the specific page listing the volunteer fire departments in that county. A "live or virtual chat with a recruiter" button could be added to the website to handle immediate inquiries and responses, connecting the prospective volunteer with the statewide recruiter or a member of a statewide volunteer recruitment team.

All offline and online efforts will be closely coordinated to drive qualified leads to the regional clearinghouse and member departments, allowing close tracking of lead-source and inquiry outcomes at every level.

More about your Regional Recruitment Website

First Arriving will build an overarching, comprehensive multi-layered website for regional volunteering opportunities: Fully responsive content-rich website with detailed information on volunteer opportunities, benefits, multimedia and more.

Individual profile pages for each of the seven (7) member volunteer fire/EMS departments in their respective areas with integrated lead generation, research, data collection and coordination setup.

(See joincheektowagafire.com as example)

Enhanced Site Design - Three rounds of design changes plus social media images (cover, profile & featured images) to match the style guide we'll create for you for printed and other materials.

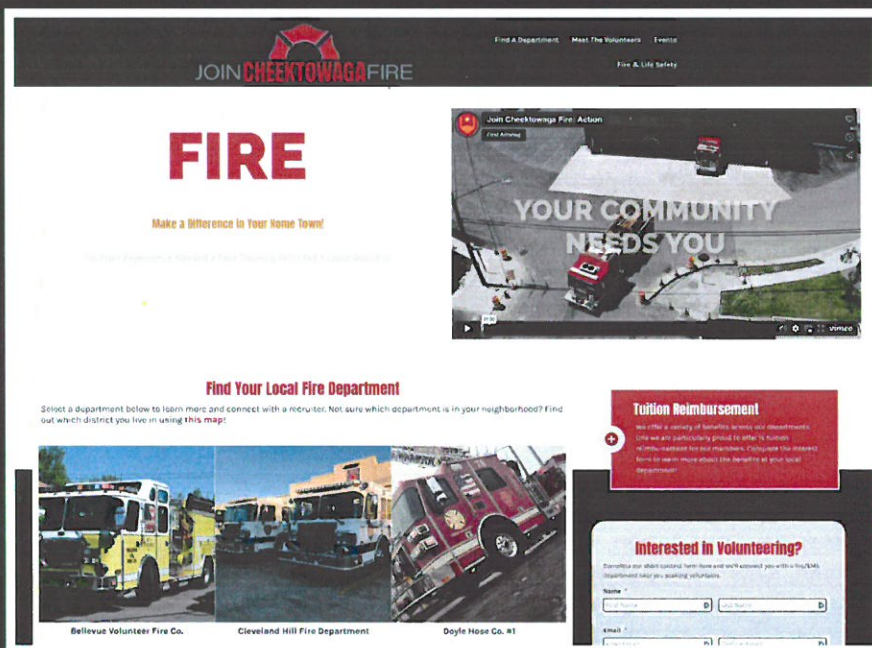
Overarching website on everything about the mission and needs of emergency services volunteering across the area, with detailed pages and sections for benefits, opportunities, application process and links, soft and direct lead generation, etc.

Fully customized publishing & site management roles for admins, editors, approval, form/ database views & more. Includes training for the association team on-site management.

Migration of appropriate content from existing sites, developing new content and up to 10 hours annually of content management help/support. All content related copywriting, media coordination, etc. is included.

Provide robust analytics and regular reporting, for engagement and conversions to both interest forms and applications, and follow through based on application technology utilized on the end objective of recruiting.

Social media platforms integration



Google for Non-Profit Enhanced Setup for 501c3 Organizations includes Email, Group Messaging, Google Ad Grants (Free Advertising) and first 3+ campaigns created in Google Search for recruitment, events, etc. with additional personalized solutions available, plus assistance with setting up Facebook for Non-Profits & TechSoup Benefits.

All websites include best-in-class hosting, backups, SSL (for secure browsing), fully responsive (looks great on all devices), security and uptime monitoring, hosting/plugin updating, lead tracking integration with Google Analytics, CRM integration and more. *Hosting and support are included for the length of the agreement.*

Your First Arriving Recruiter Portal serves as a Regional Resource for Coordinating Efforts:

As part of your regional recruitment clearinghouse website, we'll build and connect a custom designed Recruiter Portal web page that serves as a repository and provides direct (or gated, as you desire) access to all recruitment resources built as part of your campaign including videos, photos, printable and customizable media and logos as well as First Arriving generated content including blogs, articles, pro-tips and how-to's.

Join Cheektowaga Fire Recruiter Portal

Videos | Photos | Printable Media | Logos | Social Media Tips

Videos

Click here to view and download Cheektowaga's full Recruitment Video Gallery!

Click here for tips on how to share your videos on social media!

Photos

Click here to view a downloadable album of all Cheektowaga's media!

Recruiter Educational Series

Check out our recruiter boot camp series, which walks you through some of the toughest challenges recruiters are facing statewide. Watch for tips on reaching new members, keeping current volunteers engaged and building a positive relationship with your community.

Watch the Recruiter Educational Series

Customizable Recruitment Materials

We have launched a fire and EMS recruitment campaign to help departments statewide reach perspective members in their communities. Add your department information and download custom promotional materials through our tool.

Click Here to Build Yours

Social Media Sharing Tips

Post During Popular Times of the Day/Week

Most times for best content on social media:

- Facebook**
 - Best times to post are between 12pm-2pm, 5pm-7pm, and 8pm-10pm.
 - Best days to post are Tuesday, Wednesday, and Thursday.
- Instagram**
 - Best times to post are between 11am-12pm, 5pm-7pm, and 8pm-10pm.
 - Best days to post are Tuesday, Wednesday, and Thursday.
- Twitter**
 - Best times to post are between 11am-12pm, 5pm-7pm, and 8pm-10pm.
 - Best days to post are Tuesday, Wednesday, and Thursday.

URL and Caption Tips

Include keywords in your post titles and captions. These are the first things people see when they click on your post. Make sure they are clear and concise. Use keywords that are relevant to your post. For example, if you are posting about a fire, use keywords like "fire", "firefighter", "fire department", etc.

Attributable and Other Captions

- Facebook: 200 characters
- Instagram: 135 characters
- Twitter: 140 characters

Include the URL, early in the caption. Make sure the URL is working. If you are posting about a fire, use keywords like "fire", "firefighter", "fire department", etc.

The custom Recruiter Portal we'll connect to your regional volunteering website will serve as the repository for all training, resources, pro-tips and information we'll create for your marketing campaign

Your custom First Arriving Recruiter Portal included with your regional recruitment website will include all of the logos, graphics and other creative content designed for your campaign – all available for download and use by your recruiters

Logos

Click on each item to download a print-ready version!

- Join Cheektowaga Recruitment Logo
- Join Cheektowaga.com Recruitment Logo
- Bellevue Volunteer Fire Company
- Doyle Hose Company #1
- Doyle Hoses Company #2



- In addition to the leads driven from the paid campaigns, the site and individual department profiles within will produce many organically driven recruitment leads from search engines such as Google during and well after the conclusion of the grant initiative.
- First Arriving hosts hundreds of Websites from small non-profits and fire departments, to major industry businesses. We will ensure your return on the overall website program provides significant value well beyond the grant performance period.
- Migration of content from existing site, developing new content and up to 10 hours annually of content management help/support.
- All content-related copywriting, media coordination, etc. included.
- All websites include best-in-class hosting, backups, SSL (for secure browsing), fully responsive (looks great on all devices), security and uptime monitoring, hosting/plugin updating, lead tracking integration with Google Analytics, CRM integration and more for the duration of the contract.
 - Website hosting customers retain ownership of all domains and original content uploaded to their websites.
 - Includes hosting and support for four (4) years from launch of full website buildout. (\$169/month price thereafter billed annually)

Check out these First Arriving powered websites related to Volunteer R&R:

State Programs

- <https://www.SCVolunteerFire.org> (SC)
- <https://www.MarylandVolunteer.org> (MD)
- <https://flreinyou.org/> (NY)
- <https://joindelawarefire.com/> (DE)

County & Regional Programs

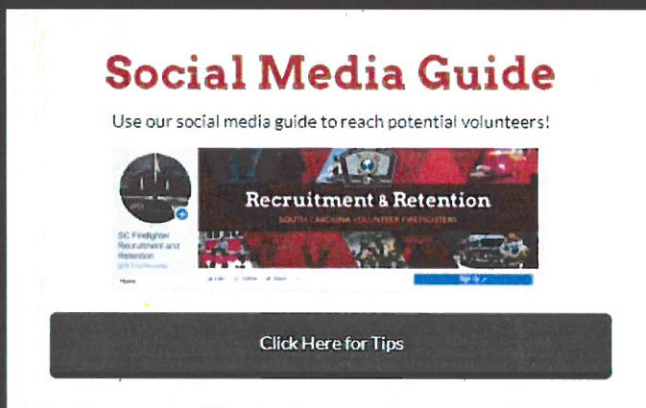
- <https://www.JoinFireRescue.com> (MD)
- <https://www.JoinCheektowagaFire.com/> (NY)
- <https://www.PGVolunteers.org> (MD)
- <https://www.carolinefirerescue.org/> (VA)
- <https://www.keystonefirefighters.com/> (PA)
- <https://www.gearupfirerescue.com/> (MD)
- <https://www.scfd10.org/join/> (WA)
- <https://joinocvafireems.org/> (VA)
- <https://joinmfdwfd.org/> (NY)
- <https://www.harfordvolunteer.com/> (MD)
- <https://vfanyc.org/> (NYC)
- <https://dinwiddiefire.com/> (VA)

Department Sites

- <https://www.medic308.org/> (PA)
- <https://ebifc.org/> (NJ)
- <https://www.colmarfire.com> (PA)
- <https://cheswoldfire.com/join/> (DE)
- <https://www.bavfc.org/join/> (MD)
- <https://www.district1fire.com/join/> (TX)
- <https://www.scfd10.org/join/> (WA)

View our Fire/EMS portfolio at:

<https://www.firstarriving.com/suite/websites/website-portfolio-examples/>



Pricing Table

Proposal	Y1	Y2	Y3	Y4	Total
Strategy	13,800	7,485	7,485	6,465	\$35,235
Marketing Program	11,250	12,000	11,250	12,495	\$46,995
Website	5,245	Included	Included	Included	5,245
Recruitment Event & Offline Materials	15,000	5,000	5,000	5,000	\$30,000
Video & Multimedia Production	29,500	—	—	—	\$29,500
Total	\$74,795	\$24,485	\$23,735	\$23,980	\$146,975

Please note: All costs are budgets based on our experience working with projects of similar size and scope - and can be scaled to match approved funding amounts. Monies can be shifted between budget areas and implementation years as appropriate to the needs, timing, impact and overall budget of the campaign.

OPTIONAL- \$4,500

Training and Education

First Arriving will provide customized educational programs for department recruitment and retention teams, leadership and existing volunteer membership related to building a successful volunteer organization, optimizing recruitment and retention efforts, brand training, in-person recruiting tips, the importance and value of peer-to-peer recruiting, and embracing new volunteers.

These can be conducted in person in a group setting or one-on-one coaching, or via webinar recorded for viewing as an ongoing resource.

- Customized R&R education/best practice program.
 - Planning for these sessions included in overall program strategy.
 - Handouts, materials and all related T&E costs included specific to training.
- Examples of related work include:
 The Art of Speed Recruiting: <https://www.firstarriving.com/speed-recruiting-fire-service-firefighters/>
 Recruiter Boot Camp Video Series: <https://www.marylandvolunteer.org/recruiter-bootcamp/>

Timeline Details

A full program schedule, budget adjustments and related timeline will be developed during the R&D timeline to support a four (4) year SAFER grant funded project.

Work will begin at the receipt of signed contract and any pre-payments agreed upon prior to contract execution. Our goal will be to facilitate the onsite strategy visit and produce and present the integrated recruitment strategy and marketing plan by November 25, 2023 depending on contract execution and implementation dates, with full implementation to start within 30-45 days following marketing plan approval.

Detailed Budget planning and timelines are subject to the outcome of the full R&D, branding and marketing plan phase. We will present regular updates and reports throughout the process on the overall impact, deliverables and success of the program to support US DHS SAFER grant period of performance reporting requirements by the fire department.

Billing and Payment

Payment terms will be customized based on the scale of your project, requirements and other factors, to be mutually agreed upon execution of a formal contract.

Proposal includes all labor, materials, in-person meetings, travel expenses, and the transfer of the finished products.

More Information

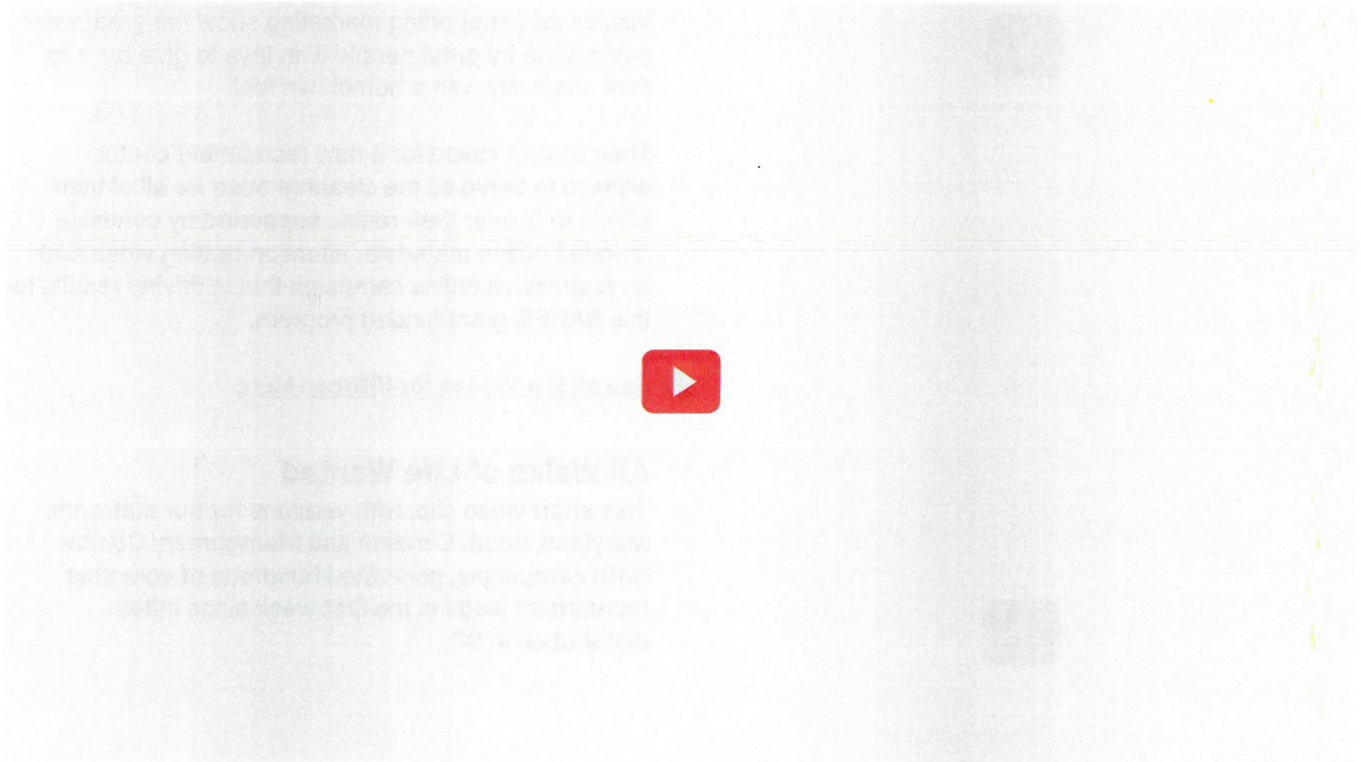
SAM Registration: FIRST ARRIVING, LLC (022925800)
CAGE: 8FC94
DUNS: 022925800

Acceptance

City of Ellsworth ME Fire Department

Scott Guillerault

Video & Multimedia Portfolio



Our Experience & Passion to Tell Your Story, Drive Video Views, Engagement

The First Arriving team has deep experience developing programs to promote video work across an array of platforms, including social and search marketing, email distribution, SEO/organic, remarketing and more. In the last three years alone, videos marketed by First Arriving to targeted audiences (including citizens, volunteer recruitment prospects, firefighters, fire service professionals and beyond) have been viewed more than five million times.

Browse First Arriving's Most Updated Recruitment Video Portfolio Here:

<https://vimeo.com/album/5324020>

Who Answers the Call for Colmar?

Meet the people behind Colmar Pennsylvania's Volunteer Fire Service. Volunteers like Tim, René and Sunket save lives, save property and save their taxpayers tons of money each year. Do you hear the call? Our integrated campaigns include unique animation videos, a new responsive website, offline materials, online marketing & more for this SAFER grant funded project.

[Watch the Full Showcase Here](#)



Rittman (Ohio) Fire/EMS

For Rittman, it's personal. Video, volunteer testimonials and online content tell the story of how connected Rittman Fire/EMS is to their close knit community. Visuals and supporting marketing show the great work being done by great people who love to give back to their small city with a hometown feel.



Their project called for a new recruitment centric website to serve as the clearinghouse for all of their efforts to bolster their ranks, supported by cohesive branded offline materials, attention-getting video and an aggressive online campaign that is driving results for this SAFER grant funded program.

[See all the Videos for Rittman Here](#)

All Walks of Life Wanted

This short video clip, with versions for our statewide Maryland, South Carolina and Montgomery County (MD) campaigns, generated hundreds of volunteer recruitment leads in the first week since initial distribution in SC.



South Carolina High School Career & Technology Center Firefighter Program

A short documentary showcasing the Firefighter Program offered in South Carolina high schools, where students graduate with both Firefighter 1 and EMT certs, often leading to great volunteer and career firefighting opportunities.



Recruitment Marketing Case Studies

South Carolina State Firefighters' Association (Statewide)

First Arriving worked with the SCSFA on a one-year SAFER-funded marketing program developed on the tail end of the organization's four-year SAFER grant, ending in 2019.

The program included a documentary on the state's high school firefighting technology and career centers, multiple recruitment marketing videos, creation of a statewide volunteer firefighter recruitment website at <https://www.SCVolunteerFire.org>, comprehensive educational content for the state's recruiters and a robust six-month marketing campaign across social media & search.

The resulting impact:

- Over 1 million video views
- Over 3 million campaign impressions
- Nearly 40,000 website visits to SCVolunteerFire.org
- Nearly 3,000 recruitment leads fed directly to recruiters at the county and department level



Statewide Recruitment Site

Developed a searchable directory of volunteer fire departments statewide seeking volunteers, including dynamic profiles for participating departments, alongside detailed information about volunteer opportunities and benefits.

<https://www.SCVolunteerFire.org>

Recruiter Educational Series

First Arriving conceived and developed a seven-part video educational series for the state's recruiters, focused on key areas such as building community partnerships, developing a youth program, recruitment planning, progression tracking and marketing. A significant component of the content is fed directly by featured recruiters from across the state.

<https://www.scvolunteerfire.org/recruiter-bootcamp/>

Marketing Videos

A series of marketing videos was created for use at the statewide recruitment marketing level, with instructions provided for departments to customize for their own use.

<https://vimeo.com/album/5882082>

New Membership & Processing Platform

In 2017-2018, First Arriving also helped the SCSFA spec, RFP process and implement its new statewide department member database & management system. This platform also supports the "1% funds" distributed to departments and credentialing.

National Volunteer Fire Council (National)

First Arriving has worked with the National Volunteer Fire Council for over 20 years, developing the very first NVFC website and continuing through the years in a variety of capacities.

Over an 18-month period between 2016 & 2017 (their prior SAFER grant period) we worked with the NVFC to promote its SAFER-funded recruitment program **"Make Me a Firefighter"** which included:

Our combined work with the NVFC resulted in:

- Creation, launch, and reporting on search and social media campaigns targeting consumers looking for volunteer opportunities as well as driving engagement and use of the program's resources at fire departments across the country.
- Creation of custom targeted national, regional and hyper-local (including state and zip radius) audiences for individual campaigns on Facebook and Google.
- Leveraged Google's Non-Profit Ad Grants program, implementing over 700 search campaigns ranging from national to local focus.
- This includes campaigns targeting consumers for individual departments leading back to their MMAF profile.
- Over 120,000 recruit prospect visits to the organization's MakeMeaFirefighter.org website, resulting in tens of thousands of searches for opportunities.



Seven out of ten firefighters and emergency responders are volunteers, and your community needs more volunteers like you

From firefighting and emergency medical services to fundraising and fire safety education, there are a number of ways you can volunteer.

[Begin Your Search Here](#)



Recruitment Marketing Materials Portfolio

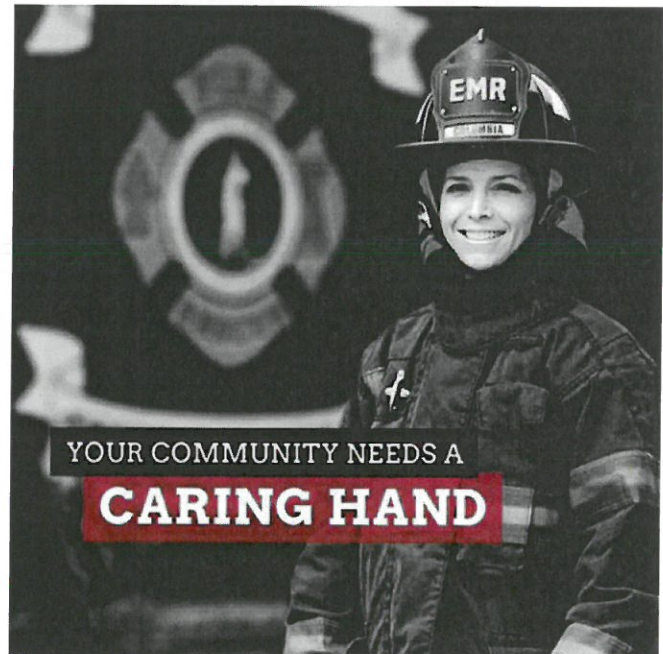


[SCVolunteerFire.org](https://www.scvolunteerfire.org) – South Carolina Statewide Recruitment Site



Materials Customized for Your Needs

Quick postcard interest forms, leave behind cards and business cards for our Rittman (OH) recruitment project – making recruitment at in person events, member referrals and on the go easier than ever.

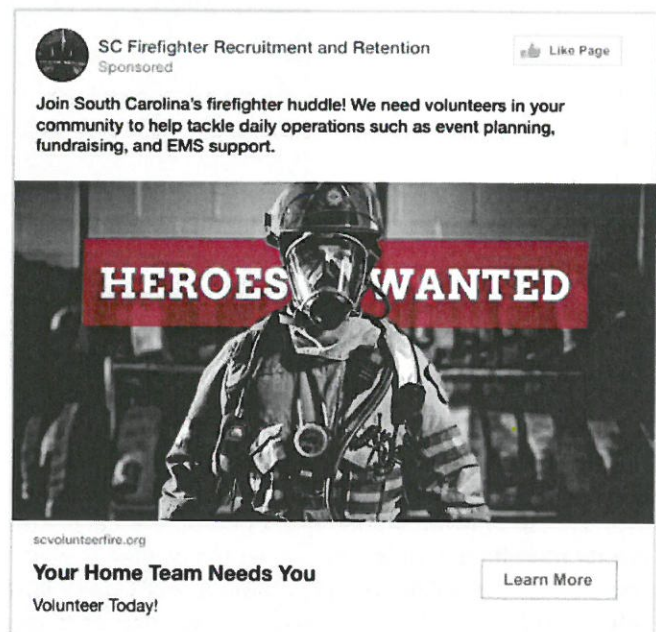


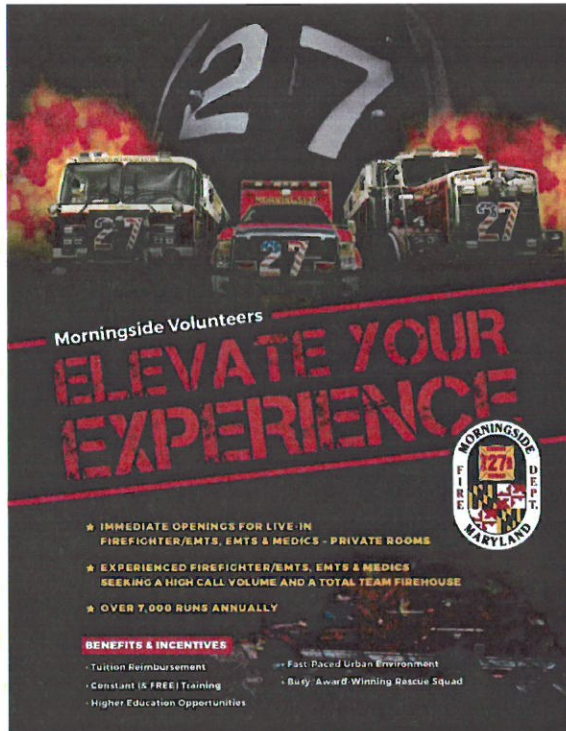
[HTTPS://WWW.SCVOLUNTEERFIRE.ORG/](https://www.scvolunteerfire.org/)

Your Community Needs a Caring Hand.

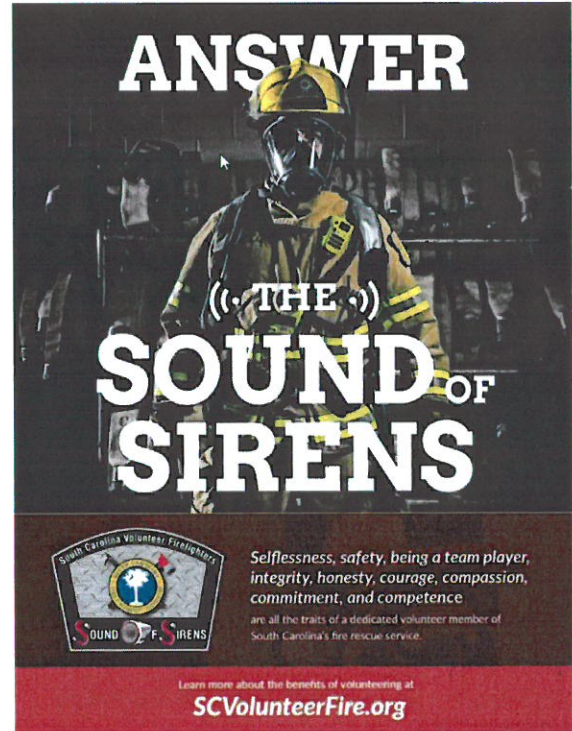
[Learn More](#)

South Carolina Statewide Facebook & Instagram Campaigns (Above & Below)





Morningside VFD (MD) Recruitment Ad in the Maryland Fire Dispatch and Regional Media



South Carolina Statewide Campaign for the South Carolina State Firefighters' Association



Recruitment Campaigns for Just a Few Months -- or Many Years

With limited time left in their grant period, the Lancaster (NY) Fire Department partnered with First Arriving to create recruitment materials that would last far beyond the grant. The department collaborated with our recruitment marketing team to create a recruitment landing page, recruitment marketing handouts, and a 90 day social media campaign designed to drive recruits to its doors – with immediate results.

References



Maryland State Fireman's Association (MSFA)

Kate Tomanelli, Executive Director

kloveless@msfa.org (443)-302-2911

We've been working with the MSFA since 2018, starting with developing and managing their SAFER recruitment & retention program. This included a website with more than 300 department profiles with built-in lead generation, over 30 custom videos and volunteer profiles, a recruitment-focused statewide website at MarylandVolunteer.org, social media and search campaign management, statewide recruitment weekend marketing strategy and more. In 2019, we launched the new MSFA.org, a content-centric clearinghouse for the organization's news, events, documents and convention and delegate registration.



National Fallen Firefighters Foundation (NFFF)

Ron Siarnicki, Executive Director (Ret.)

rsiarnicki@firehero.org (301) 447-1365

Our relationship with the NFFF dates back to our roots at Firehouse.com and continues today. In 2013 we launched new websites for the organization's FireHero.org and EveryoneGoesHome.com programs. We continue to host and support these websites, market the NFFF's programs and are currently filming a grant-funded documentary on fire & life safety with the first episode focused on the Natchez (MS) Rhythm Club Fire currently in pre-production with filming this summer.



South Carolina State Firefighters' Association (SCSFA)

Bryan Riebe, R&R Coordinator (former)

buckeyechief@gmail.com (864) 313-0205

First Arriving partnered with the SCSFA first in 2016 to lead the research, RFP process, vendor selection and implementation of its new statewide membership management and reporting system. In 2018, we were selected as their marketing agency for the organization's SAFER-funded recruitment campaign. See the Case Study later in this proposal for more on services we've provided to the SCSFA.

SCSFA SAYS:

"There are many outstanding companies providing recruitment assistance, but for me, it is the knowledge of the First Arriving team in not only marketing and digital optimization, but also their efforts as front-line firefighters, officers, and recruiters." – **Brian Riebe, Recruitment Coordinator (2019)**



www.digitalspiritmedia.com

Contact: Andrew P. Collar
Digital Spirit Media
752B West River Road
Waterville, Maine 04901
207-557-9022
andy@digitalspiritmedia.com

RFP Proposal

SAFER Marketing Program

Introduction

Digital Spirit Media is excited to present our proposal to assist the Ellsworth area fire departments (Dedham, Ellsworth, Hancock, Lamoine, Mariaville, Orland and Trenton) in recruiting and retaining new members. With our expertise in web development, video production, marketing and distribution, we are confident we can help these departments achieve their goals.

Digital Spirit Media is a full-service media production company, headquartered in Waterville, Maine. For the past 30 years we have served local and state government agencies creating a wide variety of multimedia resources. In particular we have assisted [The Maine Forest Service](#) and [The Maine Forest Products Council](#) in building successful recruitment videos and advertising campaigns. We are in business to form long-term partnerships with companies and organizations to collaboratively achieve great results.

Design and delivery of exactly what you need, on time, every time, is the only acceptable standard at Digital Spirit Media (D.S.M.) In short, quality, dependability, and above everything else, complete dedication to customer service is D.S.M.

We are a team of dedicated, talented professionals with more than 100 years' combined experience. Our team looks forward to the opportunity to serve you.

Objective: Recruiting new members and creating diverse teams for local fire departments is vital to maintaining public safety and ensuring the effectiveness of emergency response teams. To achieve this, a multi-faceted approach involving web development, video production, photography, social media, TV, and radio distribution is essential.

Digital Spirit Media – 753B West River Road – Waterville, Maine 04901 (207) -557-9022
andy@digitalspiritmedia.com

Web Development: An updated, user-friendly website is the cornerstone of modern recruitment efforts. It serves as an information hub where potential recruits can learn about the department's mission, requirements, and benefits, and sign up for more information.

Video Production: Compelling videos offer a dynamic way to showcase the department's culture, training, and the impactful work firefighters do. Videos can highlight the heroism, camaraderie, diversity and community engagement that come with the role.

Photography: High-quality imagery captures the essence of firefighting, fostering a sense of pride and excitement among potential recruits. These photos can be used on websites, social media, and in print materials.

Social Media: Platforms like Facebook, Instagram, and YouTube allow for targeted outreach and engagement with younger demographics. Regular posts, live streams, and interactive content can create a strong online presence.

TV and Radio Distribution: Traditional media reaches a broad audience. TV and radio ads can pique interest and drive individuals to the department's online platforms for more information.

In today's digital age, an integrated approach utilizing web development and multimedia production is essential to attract a diverse and qualified pool of candidates, ensuring the continued strength and readiness of local fire departments.

Strategy

Video Production: Creating compelling videos involves a meticulous process. First, we conduct in-depth research to understand the department's culture and values. Then, we develop a creative concept that resonates with potential recruits, emphasizing the department's heroic mission and community involvement. We will create both “long” form (90sec to 3 minute) videos for each of the 7 departments, customizing them to reflect the specific culture and needs of that department. From this video we will be flexible to create “shorts” (under 30 secs) to be used on social media platforms. Filming will be executed professionally, capturing & collecting dynamic footage of firefighters in action, training sessions, and heartfelt interviews with current members. Our skilled editors transform the raw footage into a coherent, engaging narrative. We enhance visual and audio elements by incorporating captivating music and graphics. After thorough review and feedback, we finalize the video, optimizing it for various platforms and durations. The result is a persuasive recruitment tool that authentically portrays the department's dedication and inspires potential candidates to apply. In this proposal we will allow time and resources to update the footage over the term of the contract.

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Photography: We will capture still images at the same time we capture video highlighting the essence of the firefighting experience, including training, emergency response, and community engagement. We select the most compelling images that convey dedication, teamwork, and heroism, showcasing the department's impact. Professional post-production enhances image quality, ensuring a polished and captivating visual narrative.

These images are strategically integrated into recruitment materials, both online and offline, such as websites, social media, brochures, and presentations. The result is a visually compelling representation of the Ellsworth area fire departments that resonates with potential recruits and inspires them to join.

Website: Designing a compelling recruitment website for the Ellsworth area fire departments requires a comprehensive approach. First, we conduct a needs assessment to understand the unique requirements of each department. Next, we focus on user-friendly navigation, ensuring that potential recruits can easily access information about the department's mission, benefits, and application process. We create engaging content, using multimedia elements such as videos and professional photography to showcase the department's work, culture, and community involvement. The website is designed responsively, ensuring compatibility with various devices. Security measures are integrated to protect sensitive applicant data. Lastly, we emphasize clear calls to action, guiding visitors to apply or seek further information, resulting in an effective and appealing recruitment platform for the Ellsworth area fire departments. In this proposal we will allow time and resources to update the footage over the term of the contract.

Web Key points:

- We will use the Webflow platform for website development. This decision is based on Webflow's remarkable versatility, user-friendly interface, and robust design capabilities.
- Hosting Environment: Webflow hosting is founded upon Amazon Web Services (AWS), incorporating a series of redundancies for optimal reliability.
- Clearing House for Inquiries: Website inquiries will be seamlessly submitted through an embedded contact form on the website. These inquiries will then be directed to the preferred major email platform of choice.
- Social Media Integration: The website will seamlessly incorporate links to social media platforms, allowing visitors convenient access to the corresponding social media accounts.
- Branding: We will meticulously tailor the visual identity, color palette, typography, and word mark logo to authentically reflect the brand, fortifying a distinct market positioning in coordination with The Grant Committee, Grant Manager, and Volunteer Coordinator

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- **Site Launch:** Upon completion and receiving the final client endorsement, we will provide comprehensive support in launching the website. This includes guiding the selection of a suitable Webflow subscription, managing domain acquisition and/or transfer, and undertaking essential tasks such as website SEO optimization, establishing a Google My Business account, and submitting the site to Google Analytics for comprehensive performance tracking.
- **Period of Performance:** The projected commencement date will be promptly initiated upon the receipt of a signed agreement for this project. The timeline for the project's progression will hinge on the customer's responsiveness in providing feedback and necessary content with a goal of completion by November 25th, 2023.

Social Media: With the average adult spending more than 2 hours a day on social media, we will use Facebook and Instagram to increase awareness of open positions and drive traffic to your newly developed website. We will deliver this campaign to potential candidates that exhibit the behaviors and traits of a firefighter and are living within 15 miles of each location identified. Regular posts, live streams and interactive content will deliver a strong online presence and drive people to your website to apply for open positions. We will create a compelling social media plan for Ellsworth area fire departments starting with an audience analysis. We identify and target key demographics interested in firefighting careers. Then we will develop a content calendar, outlining a mix of posts, including videos, behind-the-scenes glimpses, and success stories from current firefighters. These posts aim to engage, educate, and inspire potential recruits.

Regular updates and interactive content, such as live Q&A sessions, help build a vibrant online community. We leverage targeted advertising to reach a wider audience.

Finally, we employ analytics to track engagement and adapt the plan accordingly, ensuring a dynamic, effective, and results-oriented approach to recruitment through social media.

In this proposal we will allow time and resources to update the footage over the term of the contract.

TV & Radio: Nothing drives awareness like the power of Television. Using a data drive approach, we are able to identify and deliver your message on shows and networks that a potential firefighter would gravitate to. Programs like Northwoods Law, Chicago Fire, 9-1-1, Homestead Rescue, L/A Fire & Rescue and Law & Order SVU are but a few of our top choices. This allows you to reach the right audience in the right place on the big screen, while also delivering to homes that are located near the targeted locations and minimizing wasted impressions. This approach allows us to reach the right candidates and drive them to your website to learn more or apply. Distributing recruitment messages via TV and radio involves a targeted approach.

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We will use the video & photography images from the material gathered from above to create these ads. These advertisements are strategically scheduled to reach the desired audience.

For radio, we craft impactful audio messages, utilizing compelling narratives and clear calls to action. We carefully select radio stations with demographics aligning with potential recruits.

In the digital realm, we utilize online streaming services to complement traditional TV and radio placements, maximizing reach. We closely monitor performance data to adjust the campaign for optimal effectiveness. This integrated approach ensures that the recruitment message reaches a diverse audience, both digitally and traditionally, in the Ellsworth area.

Timeline:

Creating a comprehensive timeline for a recruitment campaign that includes filming, editing, photography, website development, and distribution on social media, TV, and radio is essential for successful planning and execution. Following is a sample timeline:

Year One

Month 1-2: Project Kickoff, Planning and initial Construction

- Define project objectives, goals, and key performance indicators (KPIs).
- Establish a project team and assign responsibilities.
- Conduct initial research and audience analysis.
- Develop a detailed project plan and timeline.
- Create Marketing plan
- Secure necessary budget approvals.
- Create storyboards for primary video
- Create storyboards for each departments long & short form videos
- Simultaneously, begin website development, focusing on structure and design.

Month 3-4: Content Creation

- Begin filming & collecting videos from each department, including interviews and action shots based on storyboard elements.
- Collect and capture photo's simultaneously with video.
- Start drafting scripts & storyboards for TV and radio ads.
- Establish a content calendar for social media.

Month 5-6: Post-Production and Website Refinement

- Initiate video and photo editing
- Refine website content and design, ensuring responsiveness.
- Continue drafting scripts and recording audio for radio ads.
- Begin social media content creation.
- Finalize TV and radio ad production. Develop a strategy for social media distribution.
- Conduct a soft launch of the recruitment campaign on social media.

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Month 7-8: Testing and Website Launch

- Conduct user testing for the website, resolving any issues.
- Prepare for the official launch of the website.
- Launch the full-scale recruitment campaign on social media.
- Begin airing TV and radio ads on selected channels and stations.

Month 9-10: Full-Scale Marketing Campaign

- Monitor campaign performance and adjust as needed.
- Continue to refine and optimize the website.
- Collect data and feedback for continuous improvement.

Month 11-12: Evaluation and Reporting

- Conduct a comprehensive campaign evaluation against KPIs.
- Create a final report outlining campaign performance and insights.
- Make recommendations for future recruitment efforts.
- Plan for the maintenance and sustainability of the website.
- Develop an exit strategy for the project team.

This first year timeline ensures a methodical and effective approach to recruitment, leveraging various media channels to reach a wide audience in the Ellsworth area while maintaining a strong online presence and continuously optimizing campaign performance. Adjustments to the timeline may be necessary based on project complexities and available resources.

Year 2-4

Maintaining an effective online presence, continuing multimedia campaigns, and keeping content fresh over a three-year period requires a well-planned and ongoing strategy. Below is a three-year timeline for maintaining a website, running TV and radio campaigns, and implementing new materials for a local fire department's recruitment efforts:

Year 2: Building the Foundation and Launching

Months 1-2: Project Kickoff and Website Maintenance

- Review the website's performance since launch.
- Identify and resolve any technical issues.
- Conduct a comprehensive content audit.
-

Months 3-4: Social Media and Campaign Evaluation

- Analyze social media campaign data from the previous year.
- Assess the effectiveness of TV and radio ads.
- Plan and execute updates to the website based on user feedback.

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Months 5-6: Fresh Content and Community Engagement

- Develop and add new content to the website, including success stories and testimonials.
- Launch a community engagement campaign on social media.
- Prepare for the next phase of the TV and radio campaign.

Year 3: Sustaining and Expanding

Months 1-2: Ongoing Website Maintenance

- Continue monitoring the website's performance and user feedback.
- Make necessary updates and improvements.
- Implement SEO enhancements for better search visibility.

Months 3-4: TV and Radio Campaign Renewal

- Evaluate the previous year's TV and radio campaign results.
- Develop new TV and radio ads to keep the message fresh.
- Plan for media buying and scheduling.

Months 5-6: Interactive and Engaging Social Media

- Launch interactive social media campaigns, like live Q&A sessions.
- Share behind-the-scenes content to engage the audience.
- Develop new video content for social media.

Year 4: Innovating and Adapting

Months 1-2: Website Enhancements

- Conduct a thorough website analysis and identify areas for improvement.
- Explore new website features or interactive elements.
- Continue ongoing maintenance.

Months 3-4: TV and Radio Campaign Evolution

- Analyze the effectiveness of TV and radio campaigns.
- Consider new creative approaches and channels.
- Prepare for media buying and negotiation.

Months 5-6: Fresh Content and Future Planning

- Implement a blog or news section on the website.
- Review the long-term strategy and set goals for the following years.

Throughout this four-year timeline, ongoing monitoring, evaluation, and adaptation are crucial. Regularly assess campaign performance, website analytics, and social media engagement to refine strategies and ensure the recruitment efforts remain effective and appealing to potential volunteers in the Ellsworth area fire departments. Adjustments should be made as needed to align with evolving recruitment goals and audience preferences.

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Costs:

Creating a typical four-year budget for a recruitment campaign that includes website development, video production, photography, social media, and limited TV and radio advertising requires careful planning. Below is a budget outline, keeping in mind that specific costs can vary widely based on factors such as market size, campaign goals, and local advertising rates. This budget assumes a gradual increase in advertising spending over the four-year period:

Year 1: Campaign Launch and Infrastructure Development

1. Website Development:
 - Website design and development: \$5,000
 - Domain registration and hosting: \$600
 - Ongoing maintenance and updates: 5 hr included - \$100 / hr extra hours
2. Video Production:
 - Filming and production of recruitment videos: \$10,000
 - Editing and post-production: \$5,000
 - Equipment and crew: \$2,000
3. Photography:
 - Professional photography sessions: \$2,000
 - Image editing and post-production: \$1,000
4. Social Media:
 - Social media content creation and management: \$5,000
 - Social media advertising budget: \$4500
5. Limited TV and Radio Advertising:
 - Initial TV and radio ad production: \$5,000
 - Limited airtime or placements: \$7,500

Year 2: Ongoing Campaign and Content Updates

1. Website Maintenance & hosting: \$1,000
2. Video Production and Photography:
 - Periodic updates and new content: \$5,000
3. Social Media:
 - Ongoing content creation and management: \$5,000
 - Social media advertising budget: \$9,000
4. Limited TV and Radio Advertising:
 - Continued limited airtime or placements: \$15,000

Year 3: Campaign Expansion and Optimization

1. Website Maintenance & hosting: \$1,000
2. Video Production and Photography:
 - Additional content updates and refreshment: \$5,000
3. Social Media:
 - Expanded advertising efforts and audience targeting: \$9,000
 - Content creation and management: \$5,000
4. Limited TV and Radio Advertising:
 - Airtime or placements: \$15,000

Year 4: Campaign Evolution and Long-Term Strategy

1. Website Improvements & hosting: \$2,000
2. Video Production and Photography:
 - Ongoing updates and new content: \$5,000
3. Social Media:
 - Continued content creation and management: \$5,000
 - Advertising budget: \$9,000
4. Limited TV and Radio Advertising:
 - Sustained airtime or placements: \$15,000

Total: \$153,600

It's important to note that this budget provides a general guideline. Continual assessment and reallocation of funds based on performance metrics are essential for campaign success over the four-year period. Total media advertising, social media, TV & radio represents 55% of the entire proposal. This number can be scaled up or down to meet budgeting needs. This number reflects what we have determined to get the best results.

Next Steps:

We appreciate your consideration of Digital Spirit Media for your marketing needs. If you find our proposal suitable, we would be delighted to schedule a meeting to discuss further details, clarify any questions, and finalize the scope of work. Our team is committed to delivering exceptional results that exceed your expectations.

Please feel free to reach out to us to initiate further discussions or clarifications. We look forward to the opportunity to collaborate and create a successful marketing campaign to build the personnel resources needed to support the local Ellsworth area fire departments.

Thank you for considering Digital Spirit Media.

Sincerely,



Andrew P. Collar

Digital Spirit Media

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andy@digitalspritemedia.com

Scott Guillerault

From: Chris Nelson <ChrisjNelson@paceastmanagementgroup.com>
Sent: Thursday, August 24, 2023 9:45 AM
To: Scott Guillerault
Cc: 'Michael Jones'; 'Jermaine Clark'
Subject: Ellsworth Area Marketing Proposal submission from the PacEast Team
Attachments: Ellsworth Area Marketing Program - Technical Proposal (PacEast Team).pdf

Attention: This e-mail message is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.

Good morning Chief Guillerault,

On behalf of the PacEast Team I am pleased to present our proposal for your Ellsworth Area Marketing Program RFP. We are very excited about having the opportunity to support you and your neighboring Fire Departments in their volunteer recruitment and retention efforts.

I look forward to hearing from you and if you have any questions, please let me know.

v/r

Chris J Nelson

v/r

Chris J Nelson

USMC LtCol (Ret.)

Co-Founder & COO

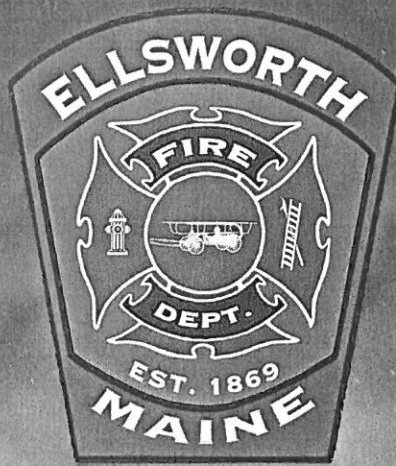
PACEast
Management Group, LLC

A Service-Disabled Veteran Owned SB

Okinawa, Japan / Charleston, SC

Charleston Ph: 850 322-9622





PROPOSAL FOR ELLSWORTH AREA

Marketing Program

PACEast
Management Group, LLC

A Service-Disabled Veteran Owned SB



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- E. Marketing Plan Overview
- F. Past Performance
- G. Pricing
- H. Representations & Certifications

Contact

Chris J Nelson, COO
PacEast Management Group, LLC
36 Nicholson St
Charleston, SC 29407
chrisjnelson@paceastmanagementgroup.com
850 322-9622



A. Introduction

Team PacEast is honored to submit this proposal in support of the Ellsworth Area Marketing Program. For this effort, our team consists of three Service Disabled Veteran Owned Small Businesses: PacEast Management Group, Pathways 2 Solutions, and Government Content.

Collectively, our group has over forty years of experience in the marketing, advertising, recruiting, and retention areas. We believe we are well suited to develop a marketing strategy supporting the fire departments of Dedham, Ellsworth, Hancock, Lamoine, Mariaville, Orland, and Trenton.

Leading the effort for our team is PacEast Management Group.

PacEast Management Group is led by Chris J Nelson, a retired United States Marine Corps Lieutenant Colonel. Chris has a Six Sigma Master Black Belt certification from the International Six Sigma Institute and is adept in all facets of program management; milestones, decision points, long-lead items, cost, schedule, and performance. Additionally, Chris brings with him extensive knowledge of Government contracts and federal grants. Chris is an advocate for small business and is on the National Leadership Council for the National Small Business Association. Also on the PacEast team is Media Director, Alicia Nelson.

East Orland, Maine native and Bucksport High School graduate, Alicia Nelson is a nationally recognized and highly experienced media negotiator with 40+ years in the TV and radio buying industry. Some highlights of Alicia's work experience include her roles as the Executive Vice President of Client Services for IPG and Media Director followed by her role as President of Broadcast Media for the US International Media (USIM). Alicia has received multiple personal industry awards and recognitions throughout her career, including the Alliance for Women in Media-Southern California Affiliate, Genii Award (Advertising) and CBS Radio, Outstanding Advertising Campaign Award. Any media buying will be handled by Alicia.





A. Introduction

At PACEast we believe it takes a great team to build great campaigns. Together with our in-house staff, we will bring experts in recruiting, retention, media, outreach and strategic communications to make this a powerful campaign that delivers results.



The second member of our team is **Pathways 2 Solutions (PW2S)**. PW2S specializes in marketing, public relations, and advertising to diverse audiences. PW2S, an SBA/VA certified Service-Disabled Veteran-Owned Small Business (SDVOSB).

PW2S comes to this mission with more than 30 years of combined communications experience in the public and private sectors, including extensive experience with recruiting and retention with clients such as the Army National Guard and McKesson Pharmaceuticals. PW2S also has multiple marketing projects with the Veterans Administration and Department of Interior. Mike Jones, a retired Army National Guard Colonel, brings his understanding and expertise in geo-targeting, storyboarding, and strategic communications plans to our team.



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MARKETING / ANALYTICS / CREATIVE
8(A) / HUBZONE / SDVOSB / MBE

The final member of our team is **Government Content**. Government Content specializes in marketing/advertising services and IT solutions. The company is an 8(a), SDVOSB, HUBZone, MBE, Small Business that specializes in recruiting strategy, brand development, media planning and buying, website design, photography, videography, analytics, and reporting. They capture and evaluate analytics that will allow our team to advise on strategy efficacy and make adjustments if necessary to optimize strategy. Jermaine Clark, a retired Army Captain, uses his MIT Sloan Digital Marketing Analytical skills, certification in Risk and Information Systems Controls, and creativity to round out our team.

We believe we have assembled the right people, at the right time, and in the right place to help you find and retain the right volunteers *“to provide the best fire and emergency medical services to the citizens and visitors of central Hancock County in the most cost effective and professional manner possible.”*

Now that you have been introduced to our team, we would like to share with you our understanding of the requirements and our technical approach.



B. Understanding the Requirements

Team PacEast understands the overall mission is to provide the best possible fire and emergency medical services to those citizens and visitors of central Hancock County. We further understand that to do this, the fire departments of Dedham, Ellsworth, Hancock, Lamoine, Mariaville, Orland, and Trenton collaborated to receive a Staffing for Adequate Fire and Emergency Response (SAFER) grant focused on marketing. We further acknowledge per SAFER guidelines that as a result of this marketing effort, there will be a ***“net increase in the number of trained, certified, and competent firefighters capable of safely responding to emergencies”*** within the Ellsworth area of responsibility.

Inherent functions in this effort are program management and project coordination. As such, during the project kickoff, we will work with you to define the direction for this engagement; review the draft project management plan, including a schedule, approach, and work plan; and reinforce lines of communication. Cost-effective strategies must include well-defined goals, audience-focused tactics, clear roles and responsibilities, and evaluation metrics to build and sustain coordination and momentum. We understand the parameters outlined by the timeline in delivery schedule posted in the request for proposal and the speed at which we will need to work to deliver the first product/content for approval by the department fire chief, public information officer and the volunteer coordinator for each department.

Furthermore, the goal is clear with well-defined objectives:

“The goal is to increase the number of firefighters so their departments can respond to emergencies with an increased number of trained personnel, assembled at the incident scene, in a timely manner. The outlined goal is to increase volunteer staffing of the fire departments by approximately 60-80 additional personnel between all the agencies”

This project has several objectives:

- **Visibility-** Our goal is to increase our visibility within the county and surrounding neighboring areas to recruit new volunteers and share information with the public.
- **Recruiting -** Over a period of the next 4 years, the member departments have an ongoing goal to increase volunteer staffing of the fire departments with a commitment to being diverse and inclusive departments.
- **Retention -** Demonstrate internally and externally the commitment to service, courage to act, and the ability to perform, of our current volunteer staff.

We acknowledge that the marketing plan should be in place by November 25, 2023 with full implementation to follow 30-45 days later. Figure 1. (Pg 15) Illustrates our approach to accomplishing this goal. While this is an ambitious timeline to deliver a ***marketing plan***, we feel confident that with appropriate communication, we can provide you a product that exceeds your expectations. Key to success in this project is leadership communication and building in time for staffing processes. We recognize that the Grant Committee, Grant Manager, and the Volunteer Coordinator will be

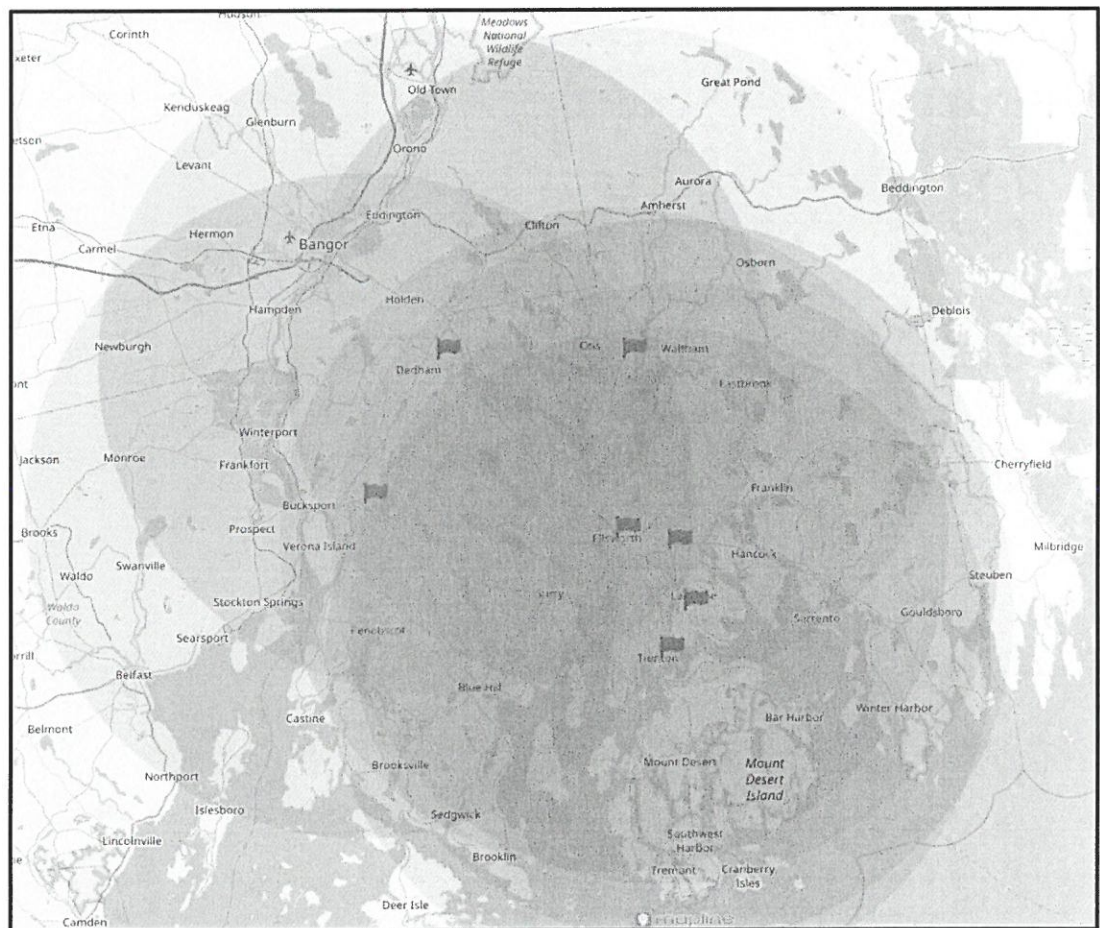


B. Understanding the Requirements

We appreciate the intended audience for this effort includes all the citizens of Ellsworth and surrounding member communities. Furthermore we understand this is a coordinated effort for the member departments of Dedham, Ellsworth, Hancock, Lamoine, Mariaville, Orland, and Trenton and that you are looking to create a diverse workgroup to develop an inclusive, diverse, volunteer workforce.

According to the July 2022 census, the estimated population of Hancock County is 56,701. Sixty-eight percent of that population is between the ages of 18-65. Seven percent of the county are Veterans; 4,050. The majority of the county is white at 95.3% and 51.1% females. These demographics give us a snapshot of the potential candidate pool.

The coverage map illustrates all fire departments with a 20 mile radius and the population pool we will target.



With our understanding of the recruiting environment, we will next discuss our process and the specific requirements of the effort.

C. Technical Proposal – Recruitment and Retention Strategy

Our Process

We begin every project by first listening to our clients' needs. We gather information about what has and has not worked, their visions, obstacles, challenges, and other information our clients feel is relevant. We propose courses of action to our clients to co-create our approach.

Based on the documents provided, an example of one course of action we would propose is a Call to Action appealing to a sense of responsibility and civic duty to recruit new volunteer firefighters. This may be a slogan like, *"Dare to Do Something Different"* - highlighting how being a firefighter in someone's discretionary time is a bold choice, that requires bravery, and one that serves the greater good. For retaining current volunteers, perhaps we would engage in a *public appreciation campaign* thanking them for answering the call to duty and safeguarding their communities. These are notional ideas just based on reading the requirements.

If selected we will enter into our process with the Grant Committee, Grant Manager, and the Volunteer Coordinator (and other stakeholders) and provide additional ideas for their consideration.

With that preview, below is our process:

1) Co-Create Strategic Direction:

We do this by:

Understanding the mission, vision, values, and objectives of our clients.

Spotlighting the service and duties provided by each of the client area fire departments with facts and figures.

Focusing on the unique value proposition fire departments serve as community institutions.

Engaging with influencers, including parents, grandparents, family, schools, local businesses, and community-members to increase awareness and promote the client area volunteer firefighters.

2) Formulate a Creative Strategy:

We take our cues from you in a total collaborative fashion:

You provided us some of the creative elements you liked in the request for proposals. We have in turn, given you some of our work to consider (please see past performance links and the sample marketing plan). We would sit with you to determine what "feels" right for your campaign.

That said, we do have a few recommendations for your consideration:

Refreshed visual branding and messaging that emphasizes the mission, direction and unique value proposition of the clients area fire departments..

A content marketing plan, including media buying, digital, videos, and social media plan, that showcases what it means to be a volunteer firefighter and serving the community.

C. Technical Proposal – Recruitment and Retention Strategy

Implementation of a targeted marketing campaign to prospective volunteers and influencers that highlights the strength of the community and the protective value of the fire department.

Development of new media collateral that promote and thank current volunteers who continue to answer the call to duty.

3) Develop Your Brand and Story

***When people talk about the area fire departments, what should they be saying?
What is your story? Why do people care?***

We help bring your story to life with consistent branding and messaging across all channels.

We create a brand guidelines document that supports the visual branding, messaging, and tone of the campaign efforts.

We weave the recruiting and retention efforts into the storyline and marketing.

We implement regular brand audits to ensure compliance with brand guidelines and consistency of messaging.

For any organization it is critical to always, “*Stay on Brand.*” in all areas of marketing (internally and externally). We are big believers in creating a powerful brand that is approved by the Grant Committee, Grant Manager, and the Volunteer Coordinator and strictly applied across all platforms, products, media and outreach. It is essential that we follow a tight brand guide to maximize the impact across all communities.

4) Media Planning

We engage media that appeals to your audiences:

A targeted digital/traditional advertising campaign that includes search ads, display ads, radio and social media ads, with an emphasis on geographic targeting within a 50-mile radius of key areas that are important to our campaign objectives (aligned with the campaign strategy).

Use of paid advertising as a substantial portion of the overall marketing mix. Campaign goals will focus on driving recruitment and retention. Search Engine Optimization (SEO)/Search Engine Marketing (SEM) would occur in this phase.

With this understanding of our process, the following pages highlight our understanding of the requirements as well as our technical approach.



C. Technical Approach – Recruitment

On the following pages we took the stated requirements in the statement of work and describe our approach to meeting each. All concepts would be further developed and presented to the Grant Committee, Grant Manager, and the Volunteer Coordinator (and other stakeholders).

Requirement: Video strategy and production to showcase opportunities and existing volunteers in coordinated effort tied to the campaign mission

Requirement: Develop high-quality video showcasing activities and milestones (departments will also provide additional available photos and videos for contractor use).

Technical Approach: Video is an essential part of any successful marketing campaign. To recruit firefighters it is important to use motion video to show the opportunity, risk and reward of serving in the local community. We will create dynamic and powerful video imagery edited together to tell the story for all the departments in the requirement. This will be done by filming training exercises, behind the scenes footage of the life of a firefighter, personal interviews, drone footage. We edit those sources to create a production that is compelling and generates a strong call to action to join the department. We will use the video shot for creating long format videos for use across digital platforms and the website, social media videos and a television public service announcement (PSA).

Requirement: Professional Photography

Technical Approach: Ultimately our photographer's goal is to deliver images that you will think best represent your organization. Our photographer knows how to capture an accurate exposure, how to work in difficult lighting, and how to read a histogram, etc. We will work with you to capture images appropriate in composition for static displays and will enhance those images with our pro-level image editor. As our client, you will own the rights to these images.

Requirement: At Least One Primary Recruitment Video with Vignettes from At Least Six Featured Members

Subtasks: Video(s) will be edited as a longer form (90 seconds to 3 minutes) as well as short versions (15-30 seconds) for deployment on social media platforms.

Subtask: Integrate video into current department recruiting website.

Technical Approach: Capturing the personal stories of current firefighters in various settings is a positive way to reach potential new recruits. First person accounts of the experience of being a firefighter is extremely relevant for prospects who may consider volunteering as a firefighter in their local community. We will assist in researching and interviewing potential firefighters and help select six members to be featured in a series that we are notionally titling, "In Their Own Words." Prospects want to hear the unfiltered, real accounts of what the experience of being a firefighter is like and that is what we will deliver. These products will be used across digital platforms and the website and on social media.



C. Technical Approach – Recruitment

Requirement: Website Creation that also serves as a clearing house for inquiries, is dynamic, and an information source about the seven agencies.

Technical Approach: We believe there is an opportunity to create a website that promotes recruiting, retention, and public education/awareness and would work with you to co-create functionalities with each of those sections. For example, when talking about the need for a clearinghouse for inquiries related to recruiting, we would recommend organizing that recruiting tab around five interactive sub-areas: learn more, get started, find a job, stories, and contact us. The “learn more” tab may have information on how to become trained as a certified first responder, “get started” may include an interactive map feature, “contact us” might have an online interest form, and “stories” could feature video from an EMS customer and an EMT.

We would determine exact language/sub-area headings after speaking with current stakeholders as well as understanding the local market. This will also mean that we will go into the field (local area) and learn about people in the community and how they communicate. We will use video segments throughout the site to keep interest and tell an amazing story about each department, firefighter crew positions, the experience of a volunteer firefighter and much more. Video is powerful, engaging and exciting way to connect with the community.

Armed with information and understanding your mission, vision, values, and objectives, we would highlight the service and duties provided by each of the seven fire departments with facts and figures as well focus on the unique value proposition fire departments serve as community institutions. This is a form of engaging the public to increase visibility and awareness with a second order impact of connecting with influencers (ex. parents, grandparents, family, schools, local businesses, and community-members). Influencers then become boots on the ground recruiters promoting serving as area volunteer firefighters.

We realize that there are seven departments to support and recommend a main website that features the experiences, requirements and opportunities to serve as a volunteer firefighter. Then we would create pages within this new dynamic site for each department to be featured and highlighted. This would create a unified campaign that could be promoted in all departments. This would drive up search engine optimization, give every department the depth and design of a first-class digital platform and be the best website for promoting service to all departments.

Requirement: Social Media Integration

Technical Approach: Social media integration can be considered a whole new science of extending marketing methods by redirecting your social media followers to your website/application/page and making your social platforms more accessible to your target audience and customers. As such, content is king on social media. We know that most visitors spend fewer than 25 seconds on average looking at content online which is why we generate images and content that is catchy, clear, and easy-to-understand so we get users to the “second click.” We will get an understanding of your current social media integration efforts and platforms used and may recommend adding other platforms to market to your specific audiences. We optimize multimedia assets (both ads and owned content) and tailor them for each social media platform while supporting a broader cross-platform strategy that unites the brand and storytelling and aligns with your communications goals of visibility, recruiting, and retention. Examples of content formats include animated graphics, graphic and video slideshows, illustrated graphics or videos, and mini video testimonials.



C. Technical Approach – Recruitment

Requirement: Strategy for gaining 60-80 additional personnel as volunteer staff over the next four years with a commitment to diversity and inclusivity.

Technical Approach: We will propose and develop a execution strategy for many community outreach events that create one-on-one engagements with prospects. These engagements provide them insight into the opportunities and challenges involved in serving as a volunteer firefighter. Some of our initial concepts are listed below (note these are just a series of initial ideas that can be refined and increased if awarded the contract):

Ride Along Program: Allow for qualified and approved prospects to conduct ride alongs with local departments during training exercises where they will see first hand what is involved in becoming a firefighter.

Referral Program: Create a referral program from within current firefighters that encourages them to connect with friends, family, co-workers and others about considering becoming a firefighter. Consider creating a contest where small items such as t-shirts, hats, jackets or hoodies branded with their department logos are presented as a reward.

Hero for a Day: Host monthly "Hero for a Day" events in the communities where selected prospects are made a honorary firefighter and recognized by learning what all is involved in becoming a certified and trained firefighter.

Fire Station Open Houses: Create a series of open house events where the community is encouraged to visit the fire station and learn about the training and equipment used to protect their community homes and businesses.

Eat Like a Firefighter Contest: Firefighters are known for their amazing food, whether this is a urban legend or true the public has seen this in movies and TV shows for years. This is a great way to reach the public. Hosting chili or barbeque cookout contest at the fire station is a excellent way to bring the public and media into direct contact with service opportunities. It also builds community goodwill in a social setting that can become a annual event.

Home and Business Safety Program - Presentations and Drills: Create a *Home and Business Safety Program* complete with presentations and drills on how to secure your home and business from potential fire threats. This will be a powerful way to engage with potential prospects and also conduct fire prevention services for the community.

Media Awareness Events: Create a series of media events where local media and regional outlets are invited to spend a day with the firefighting department to learn about the mission, challenge and role of local volunteer firefighting departments. Media love toys and they love being pictured with local heroes.



C. Technical Approach - Recruitment

Requirement: Strategy for gaining 60-80 additional personnel as volunteer staff over the next four years with a commitment to diversity and inclusivity continued.

Serve Again Program: With over 4,000 Veterans in the demographic market areas, there is a great opportunity to engage with Veterans who have already served their country and have a desire to serve again locally. Also connecting with local National Guard and Reserve units is an effective way to reach similarly minded prospects with servants' hearts.

Elementary and Middle School Program: Develop a program where elementary and middle schoolers can become junior firefighters. This would include safety presentations, maybe a t-shirt and badge stickers that they would receive after the presentation. They would learn fire safety and also what it is like to be a volunteer firefighter.

High School Apprenticeship/Intern Program: Develop a program where high schoolers who are interested in becoming full-time firefighters could conduct a summer or after school internship with local departments. This is a natural recruiting base and will lead to many new recruits for local departments upon graduation creating a pipeline of new prospects.

Live Radio Station Remotes: Connect with local radio stations and encourage them to conduct "live remotes" at the fire station during various events listed above. Radio stations seek out creative ways to get out of the studio and this idea is a win for the local station and the department and builds relationships with department leaders and the radio stations.

All of these concepts have great potential to create a large amount of earned media that in turn promote the service to community and attract new prospects.

Requirement: Demonstrate to internal and external stakeholders the commitment to services, courage to act, and the ability to perform of current volunteer staffs.

Technical Approach: Volunteers of all types are more likely to get involved and stay involved when they feel valued and appreciated. We believe developing a recognition campaign demonstrating to internal and external stakeholders what it takes to be a member of a volunteer fire department will positively impact retention and visibility. Showcasing the level of training the volunteers receive, the call to duty they answer, and their role as community protectors will foster a culture of appreciation and gratitude.

An option for consideration is something like showcasing a volunteer on social media calling out that individual's contributions, training, and courage.



C. Technical Approach - Recruitment

Requirement: Increase visibility within the county and surrounding neighboring areas to recruit new volunteers.

Technical Approach: Our recommended advertising plan will include Radio and Digital advertisements. Radio advertisements will cover the designated coverage areas with as little spill-over outside the desired coverage area as possible. The radio advertisements will run the first three weeks of the month with the fourth week off for the first three months, then switch to a two-week on and two-week off rotation for the remainder of the calendar year. With this plan you will reach, on an annual basis:

- 67.2 % of the Adult 18-49 demographic 76.5 times
- 59.7 % of the Men 18-49 demographic 88.4 times
- 59.7 % of the Men 50+ demographic 88.4 times

With this amount of reach and frequency we recommend at least two radio advertisements be created, possibly three, to decrease "listener wear". Two spots should be for recruiting and a possible third to thank the current volunteers to assist retention. Follow-on spots will be developed to keep the campaign fresh.

Digital advertisements will specifically geo-target and geo-fence the population shown in the map on slide 6. This will be a digital presence across multiple platforms with reach within the targeted demographics. We believe that digital media will be a significant driver to the new website that can create prospects/leads for consideration. This will also be a very measurable format and provide good return on investment figures. We would test market several messages and visuals before committing to a large media buy in order to confirm that the correct message resonates with the market.

In both of these mediums we will use a direct and clear call to action that drives those interested to a capture platform where they can be engaged in a meaningful fashion. This call to action would most likely be the new website with a information capture section for each department and be a clearinghouse for new prospects/leads. This approach will be used throughout all of the recruitment mediums as well as the various outreach events and programs.

Requirement: Increase visibility within the county and surrounding neighboring areas to share information with the public.

Technical Approach: Sharing information within the county and neighboring areas only strengthens your ability to recruit, retain, and educate the public. We think a cohesive branding strategy, one that allows for instant recognition and association, will increase your visibility. We would provide your audience with overarching themes that enhance public awareness through emotional engagement. We will use our understanding of each audience's media habits and trusted sources of information to identify the most effective formats, messaging, calls to action, and delivery channels. Once you review and approve a concept, we will develop social media content and graphic designs, refine them according to your feedback, and integrate them into a cohesive final product.



C. Technical Approach – Retention

Requirement: Retention – Demonstrate internally and externally the commitment to service, courage to act, and the ability to perform, of our current volunteer staff.

Technical Approach: The same brand discipline we apply to all recruitment marketing we would carry over into the area of retaining volunteers. Retention of any volunteer force is essential to the readiness and strength of that organization. We have extensive experience supporting military retention programs and college student retention. We believe that our concepts below will provide tangible value to the departments served in this requirement. These are initial concepts only meant as discussion starters during the discovery phase of the campaign:

Any part of staffing a emergency response organization is recognition. While volunteer firefighters serve for higher purposes public recognition is powerful in furthering the identity of an individual as a firefighter. We propose the following ideas to do just that:

Firefighter of the Month: Feature the photo and profile prominently on the new website. Tell the story each month of a key volunteer and why they chose to serve as a volunteer firefighter. Submit the photo and story to the local press.

Letter and Certificate of Appreciation: A monthly letter and certificate of appreciation given to a deserving firefighter nominated by their peers. Submit the photo and story to the local press. Being honored by peers is one of the most satisfying ways to retain the best among a volunteer force.

Family Recognition Month: Families of volunteer firefighters are the most essential element of continued service. Create a month that is honored each year where families (spouses, partners, and children) are honored with a luncheon or dinner at the fire station.

Annual Fire Station Autograph Card: Each year set aside time to do a department wide photo of the equipment with all the members of the department prominent featured. The photo would be laid into a design with a border, date, names, and positions of all the members and then printed locally for presentation to all members. This kind of a autograph card type recognition would most certainly be framed and displayed in the home of the volunteers and even passed down for generations. It is a simple thing but everyone likes to be a star.

Firefighter, Volunteer and Crew Member of the Year: Create an award that honors the firefighter, the volunteer and then firefighter crew positions on an annual basis. This can be done with a nice trophy or plaque and could even be sponsored by a local business or restaurant who would host the award for the department.

The next page depicts our proposed project timeline.

D. Team PacEast Six-Step Proposed Project Timeline

Figure 1. Campaign Timeline

Beginning

Oct 2, 2023

Oct 16, 2023

Nov 16, 2023

Nov 21, 2023

Jan 1, 2024

Feb 1, 2024

Monthly

Jul 1, 2024

Dec 16, 2024

Jan 1, 2025

1 On-Boarding & Kick-off Meeting

2 Audit & Research

- Validate requirements
- Convert assumptions to facts
- Preliminary strategy discussion - staffing with stakeholders
- Obtain website and creative content requirements

3 Findings, Recommendations, Strategy & Creative Approvals

- Approach approval
- Create a robust creative & media buying plan strategy based on the research findings and leadership approval

4 Creative, Website and Media Buying Plan Approval

DUE NO LATER THAN: Nov 25, 2023

- Finalize new creative content
- Present redesigned website mock-up
- Radio media buy plan
- Banner Ads / Spotify media buy plan
- Over - The - Top (OTT) & YouTube media buy plan
- Social Media buy plan
- Photography, animation & video content
- Search Engine Optimization/display
- Landing page

5 Launch & Deployment

- Website launch
- Media buying plan begins
- Creative content placement launch

6 Monitoring & Reporting

- Monitoring media buys
- Reporting of campaigns based on approved strategy, benchmarks, Key Performance Indicators (KPIs), and media objectives

On-going Monthly Monitoring & Reporting

- Monitoring media buy
- Reporting on campaign based approved strategy, benchmarks, KPIs and media objectives

On-going Monthly Monitoring & Reporting

- Monitoring media buy
- Reporting of campaign based approved strategy, benchmarks, KPIs and media objectives
- Campaign Course Corrections

1st year campaign evaluation & 2nd year planning

2nd year campaign launch

Timely feedback from the stakeholders will be essential to executing the timeline. The following pages contain our Marketing Plan Overview.



E. Marketing Plan Overview

The following three pages provide a Marketing Plan Overview. This is an *example* of how we would consider approaching this effort. This cursory marketing plan is based on several factors and assumptions that are likely to be updated once proper onboarding, research, audit, and client meetings occur.

We recommend a consistent media buying spend across all 4-years of ~\$800,000. Our strategy is to front load costs to generate immediate impact. Website cost will be front loaded for creation and includes yearly planned updates with a small uptick in year four for a website refresh prior to the end of the grant period. Photography and video production will be front loaded as well to provide fresh content for the website, digital ads, and social media use with an expenditure in year four to provide new and additional content for the website refresh. The promotional items and events will be front loaded to bring energy in the first year to the campaign with a steady state in years 2-4. Labor will be front loaded to create and implement the campaigns and then taper off through year 4. The travel budget will be front loaded to support the creation of the video content, photography, initial kick-off meeting, and first year in-person client meetings then taper off for year 2 and 3 with a slight uptick in year 4 to support travel required for fresh content creation.

US Census data shows there are 56,701 people in Hancock County. 95.3% are white with 51.1% being female and 4,050 veterans. While diversity may be challenging from an ethnicity standpoint, the 51% female population provides an opportunity for diversity in sex. With a goal of 80 new volunteer firefighters over the 4-year period, we will focus our efforts initially on energizing the veteran population to serve once again, this time at the community level. 80 new volunteers comprise only 1.98% of the veteran population in Hancock County. Additionally, we will create advertisements that present the opportunity for women to be part of serving their community. For the female demographic 80 new volunteers comprise .28% of the female population. These should be our primary target audiences while we will still present the opportunity to the rest of the community.

1. Assumption. Steady state goal of **2 qualified, and motivated**, firefighters eligible for on-boarding per month.
2. Assumption. Medical washout rate can be as high as 50%. So we need **4 applicants** a month going through medical processing.
3. Assumption. Drop out rate for any personal/administrative reason prior to medical can be as high as 75%. So we need **16 applicants** per month showing up to enter the recruitment pipeline.
4. Assumption. 90% of completed website applicants will get cold feet, self select out of the process and never follow through with their initial website interest. So we want **160 applicants** to fill out the information on the website per month.

We understand the importance of offering creative ways to engage your community to attract new volunteers, recognize the importance of those who continue to serve, and educate the public on fire safety and medical assistance. We also know that collaborating with neighboring communities is important in this effort.



E. Marketing Plan Overview

We also reviewed all the provided links and sample products provided to get a sense of the tone and feel of a potential marketing strategy. We understand the target audience is primarily adults and potential Junior Firefighters ages 16-18. Based on the documents provided, an example of one course of action or sample treatment we would propose is a call to action appealing to a sense of responsibility and civic duty to recruit new volunteer firefighters.

This may be a campaign slogan like, *"Dare to Do Something Different"* or *"Greater Things"* -or *"I Choose to Serve"* or *"Volunteer, Serve, and Protect,"* or *"Where Courage and Compassion Ignite"* or "highlighting how being a firefighter in someone's discretionary time is a bold choice, that requires bravery, and one that serves the greater good. These are just initial concepts that would be fully developed.

For retaining current volunteers, perhaps we would engage in a public appreciation campaign thanking them for answering the call to duty and safeguarding their communities. We call out more specifics in previous pages.

It's ideas like these that we present to the Grant Committee, Grant Manager, and the Volunteer Coordinator for review, input and approval for them to set the tone/direction of the effort.

Media Approach

Rooted in our "data-first, last and throughout" approach, and crafted by a dedicated team of SMEs, data scientists and media planners, our approach leverages our experience to help elevate campaigns—from strategic planning and placement to tracking, optimizing, measuring and back again.

Our approach begins with 3 deceptively simple questions:

Who are we trying to reach?

Where do we need to be to reach them?

What do we want them to believe or do?

To answer, we look to the latest media consumption behavior and research on traditional radio and social networks with the highest number of target audience users monthly. We will augment our suite with the stations and platforms that over-index with the network of target audiences shepherding them through the recruitment process.

Measurement and Analytics

The PacEast Team will leverage our combined experience in creative design, website design, marketing media buying and recruiting to maximize the return on investment or resources applied to your campaigns. Informed by the team's 60+ years' experience working toward client-specific objectives, our experience allows us to evaluate every aspect of the campaign(s) with specificity and careful consideration — from radio advertising, targeted digital tactics, and reach-oriented vehicles.



E. Marketing Plan Overview

Leveraging our experience and the metrics derived from campaigns will allow us to continuously improve performance through planning and buying in real time, building on key learnings, and evaluation of proven methods as well as unique methods specifically designed to provide for your specific need. We will also evaluate the new photography, videos, and website design & functionality to determine if changes and/or adjustments need to be made for greater impact.

Optimization

Since optimization is an ongoing exercise (rather than an occasional activity), we provide updates and reporting on a weekly frequency depending on the campaign's needs. We also employ a range of tools and data platforms to optimize individual tactics and overarching integrated components on several levels:

Level I

Looks at performance on individual channels— maximizing efficiency and performance via continual element testing.

Level II

Optimizes elements across marketing channels— considering duplication and waste holistically across full campaign spend.

Level III

Looks at the distribution of the overall marketing budget beyond media channel/source.

Again, this notional Marketing Plan Overview gives you a feel for our process and the types of outputs we can produce. The next pages identify our ability to plan, coordinate, and execute these types of efforts through our past performance.



F. Past Performance

The below references are offered for this effort to include depictions of work conducted.

Project Title: Department of Interior Photography and Video Services: Deepwater Horizon Natural Resource Damage Assessment and Restoration (DWH NRDA)		Prime Company Name: Pathways 2 Solutions Inc
Description of Work: The Department of the Interior (DOI), as the lead implementing trustee for several DWH NRDA restoration video and communication projects in the states of Alabama, Florida, Louisiana, Mississippi, and Texas, contracted PW2S to produce seven marketing videos productions shoot high definition resolution with aerial ground-level photographs and high-definition aerial video at five U.S. Fish and Wildlife Service National Wildlife Refuges located across the Gulf Region, from the Florida Panhandle to southeastern coast of Texas. Each video was to have an accompany campaign plan, script, and execution strategy. Additionally, PW2S provided professional still photography and post-production editing services documenting the restoration and recovery efforts. Finally, PW2S created a series of social media campaigns for a staggered roll-out promoting the anniversary of the Deep-Water Horizon oil spill.		
Point of Contact Information Nanciann Regalado nanciann_regalado@fws.gov 678-296-6805	Dollar Value: \$318,844.20	Contract/Task Order #: 47QRAA21D001F 36C10X21F0097F

Department of the Interior FWS Deepwater Horizon final video

<https://vimeo.com/user205789257/doifws?share=copy> Password: PW2S

Department of the Interior FWS Deepwater Horizon Breton Islands

<https://vimeo.com/user205789257/doibi?share=copy> Password: PW2S

Social Media Videos for Mobile (Optimized for for mobile device screens)

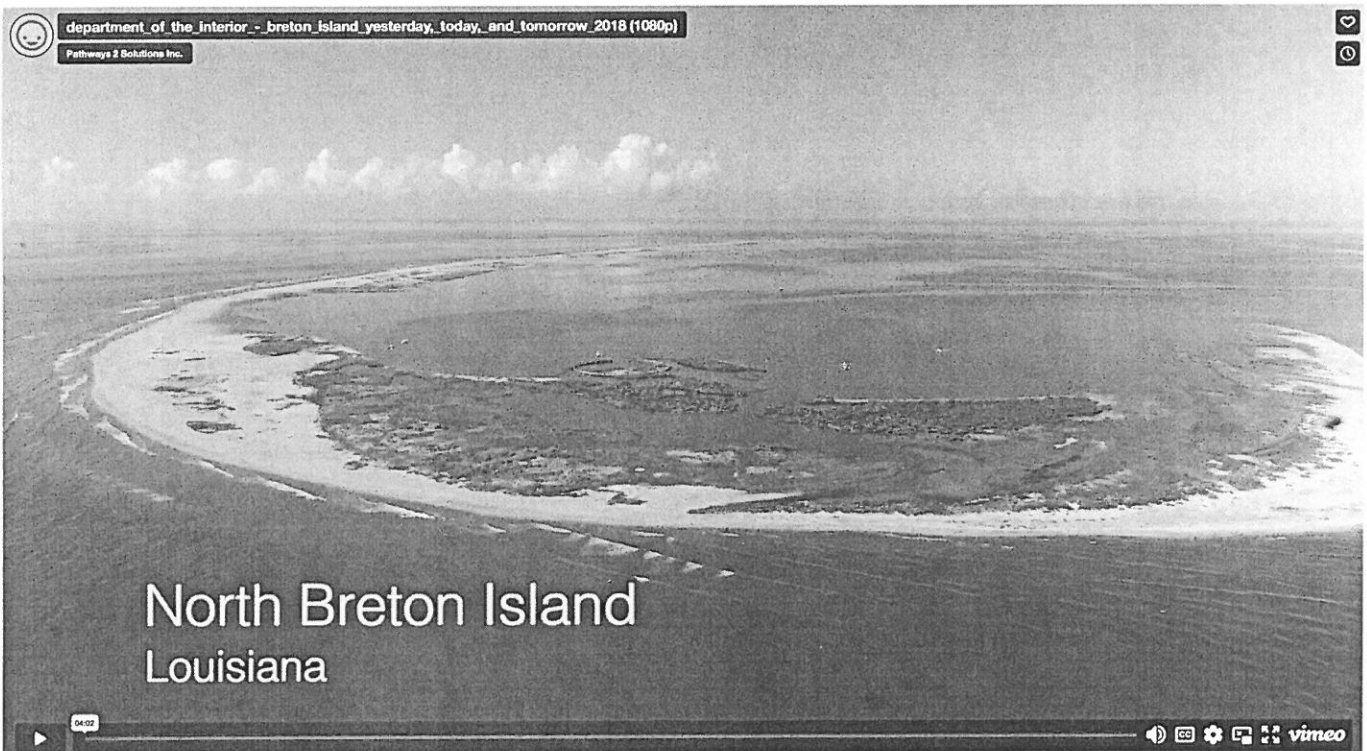
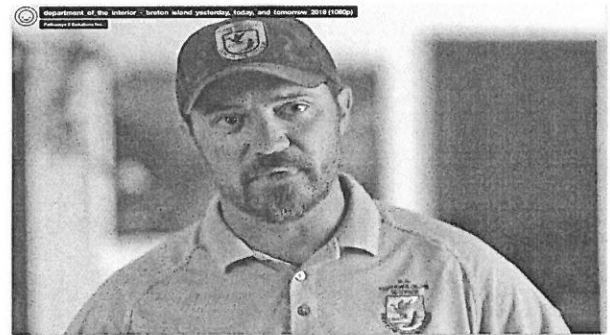
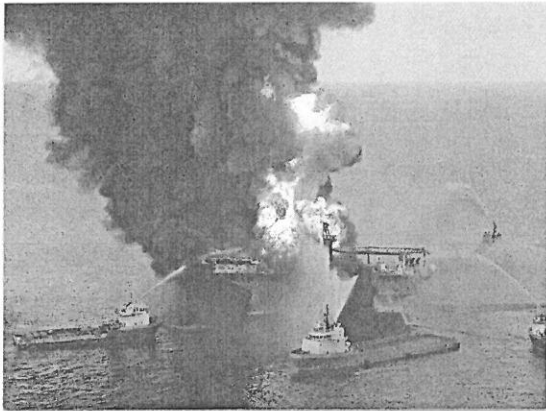
Department of the Interior FWS Deepwater Horizon final video

<https://vimeo.com/user205789257/doitr?share=copy#t=2> Password: PW2S

Department of the Interior FWS Deepwater Horizon Importance of Barrier Islands

<https://vimeo.com/user205789257/islands?share=copy> Password: PW2S

Project Title: Department of Interior Photography and Video
Services: Deepwater Horizon Natural Resource Damage
Assessment and Restoration (DWH NRDA)



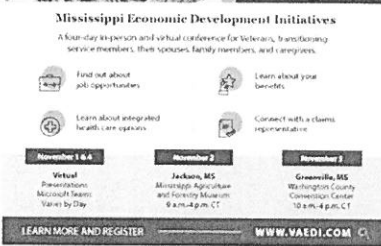
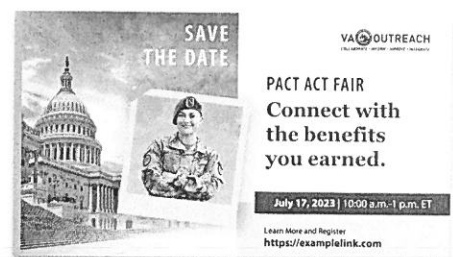


F. Past Performance

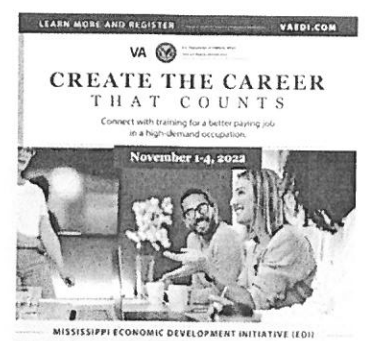
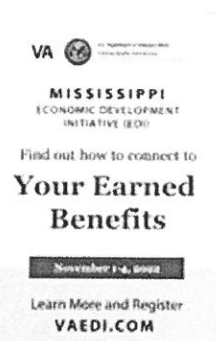
The below references are offered for this effort to include depictions of work conducted.

Project Title: Department of Veterans Affairs, Media Campaign and Digital Marketing Services in Support of the Veterans Benefits Administration Central Office (VACO), OTED EDI		Prime Company Name: Pathways 2 Solutions Inc
Description of Work: PW2S provides outreach, transition, and economic development (OTED) services in support of VBA's communications to transitioning Service members, Veterans, spouses, caregivers, and centers of influence. This includes all aspects of communications at all levels, strategic (national) and tactical (local region offices), including social media, video production, leadership presentations, talking points and presentation scripts, print products (brochures, flyers, booklets), digital media, management of virtual and live events, signage, and direct mail pieces. Topics include promotion of the PACT Act, earned benefits (health care, military sexual trauma, exposure to toxins, home loans, education, insurance), caregiver programs, Veteran spouse employment, SkillBridge programs, and many other VA business lines.		
Point of Contact Information: Shawnta N. Sampson shawnta.sampson@va.gov 202-461-9899	Dollar Value: \$1,340,407.32	Contract/Task Order #: GS-00-F-049GA/36C10E19F0153

Project Title: Department of Veterans Affairs, Media Campaign and Digital Marketing Services in Support of the Veterans Benefits Administration Central Office (VACO), OTED EDI



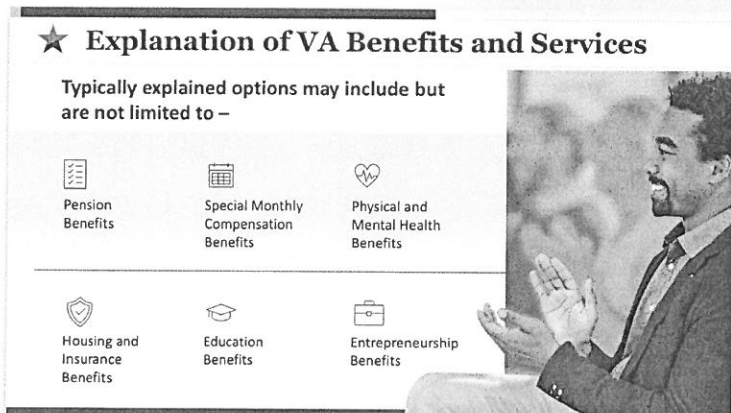
Event Save the Date



Instagram

LinkedIn, Facebook & Twitter

Instagram





F. Past Performance

The below references are offered for this effort to include depictions of work conducted.

Project Title: Army National Guard (ARNG) Guard Strength Enhancement Program (GSEP)		Subcontractor Company Name: Pathways 2 Solutions Inc
Description of Work: PW2S coordinates PSA media to increase awareness about ARNG service opportunities and advantages. This includes social media, print ads, radio/TV, point-of-sale materials and promotional items. In addition to this campaign we have several individuals who have executed many national campaigns in the past when the ARNG faced end-strength challenges like today's market environment and has achieved great success for the ARNG. We distribute ARNG-approved blogs, newsletters, banner ads, and social media advertisements as digital materials to the local installation websites, post TV/radio outlet digital sites, and all local installation social media outlets for maximum impact. We provide print ads that are distributed each installation newspaper and unit newsletters. Additionally, we provide content to post-wide TV/radio channel that features relevant messages for the Servicemember and families.		
Point of Contact Information: Keith Peinhardt keith.peinhardt@mat-inc.net (205) 410-7416	Dollar Value: \$15,200,707.04	Contract/Task Order #: W15QKN-18-D-0126 W15QKN23F0505

Army National Guard Information Video

<https://vimeo.com/user205789257/nginfo?share=copy> Password: PW2S

Army National Guard Theater Spot - Kid Rock

<https://vimeo.com/user205789257/ng?share=copy> Password: PW2S

Army National Guard Promo Video

<https://vimeo.com/855997127?share=copy> Password: PW2S

Project Title: Army National Guard (ARNG)
Guard Strength Enhancement Program (GSEP)





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F. Past Performance

The below references are offered for this effort to include depictions of work conducted.

Project Title: United States Military Academy (USMA) - West Point Admissions Marketing		Prime Company Name: Government Content
Description of Work: We provided (and continue to provide) data-driven strategy, analytics/research, creative content, graphic design, social media, photo/video, experiential, web-design, print collateral, and media buying services. The services continue to exceed West Point's Department of Admissions recruitment strategy for qualified 17-24-year-old Gen Z cadet candidates through traditional and digital marketing campaigns targeting them and their influencers. We partnered with other large defense accounts and built high-touch relationships with the 12 regional commanders and outreach officers for targeted regional, state, city, and geo-targeting with region specific content.		
Point of Contact Information: Damian Shepard daminan.shepard@westpoint.edu 845-938-8722	Dollar Value: \$1,340,407.32	Contract/Task Order #: GS-00-F-049GA/36C10E19F0153

Project Title: United States Military Academy (USMA) - West Point Admissions Marketing



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CAMPAIGNS

- Why West Point
- Cadets of West Point
- Old Grad Spotlight



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CASE STUDY
2015 - PRESENT



UNITED STATES MILITARY ACADEMY
WEST POINT.

RESULTS

2023 was the most qualified and most diverse class admitted to USMA. Currently, the class of 2024 has seen a 40+% increase of opened minority admissions files to date.



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F. Past Performance

The below references are offered for this effort to include depictions of work conducted.

Project Title: Market Research: Social Listening Sentiment Analysis		Prime Company Name: Government Content
Description of Work: Collaborated to expand social listening capabilities and recommended use cases to bring value to JAMRS through understanding public attitudes more rapidly and in more nuanced ways. Our research and analytics break down data & information silos leveraging the combined power of qualitative & quantitative data with emphasis on behavioral triggers, not just attitudes. Reverse engineering is key – we start with the desired outcome, map the leading indicators, and then identify the data, analytics & insights required to deliver that outcome dynamically and predictably. After leveraging the relevant analytical techniques such as machine learning, multi-variant clustering, advanced statistics, and sociologically informed AI, we ensure our clients get the most value out of data with the power of storytelling & design thinking that aligns with strategic goals. The result is a clear deliverable that prescribes creative execution that inspires action in insightful, engaging, data-driven ways. We then deliver, monitor, report, and optimize the creative execution to complete the life cycle and illustrate the direct line between data, execution, and results. Deliverables included: Quarterly Technical Reports, Newsletters, Real-time keyword query application / widget.		
Point of Contact Information: Damian Shepard daminan.shepard@westpoint.edu 845-938-8722	Dollar Value: \$283,516.00	Contract/Task Order #: H9821020D0003 (FMG PRIME) FMG11245 (TSG/GC SUBCONTRACT)



As you can see from our past performance, our team is dedicated to providing the best-value for our clients. Our pricing for this effort is on the next page.

G. PRICING

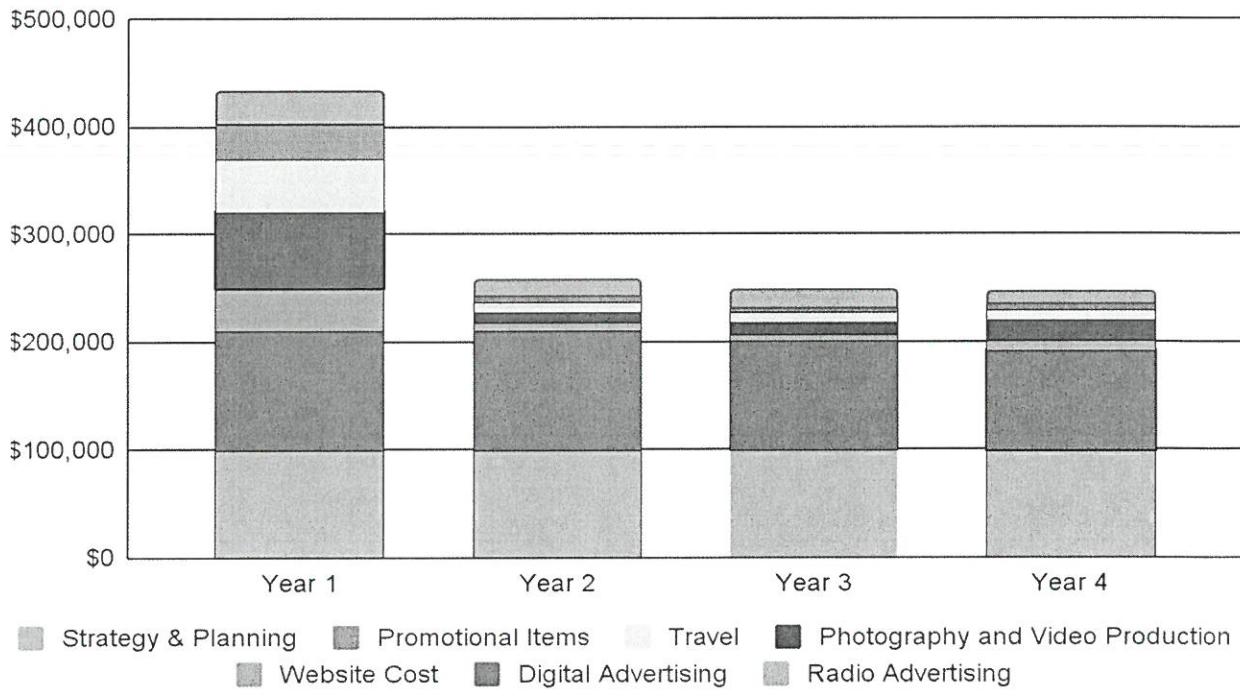
We understand that the total SAFER Grant awarded is \$1,239,537, but do not know how much of that is planned to be allocated specifically to marketing efforts for the Recruitment and Retention of Volunteer Firefighters. The below expenditure rates are provided without any discussion with the client. *The final execution amount can be reshaped after those discussions are had.* The largest expenditures happen in year one of development based on establishing the programmatic. After year 1 the overall cost consistently decreases while there is a year 4 increase for new video production and photography as well as a website refresh.

Absent those conversations, and to meet the requirements of the RFP, we propose the following expenditure rates over the 4-years for a total expenditure of **\$1,239,504.00**

Production	Year 1	Year 2	Year 3	Year 4
Website	\$40,000	\$6,500	\$6,500	\$9,500
Video Production & Photography	\$70,000	\$10,000	\$10,000	\$20,000
Promotional Items and Events	\$34,000	\$5,000	\$5,000	\$5,000
Strategy & Planning	\$30,000	\$16,000	\$16,000	\$12,000
Media Buying	Year 1	Year 2	Year 3	Year 4
Digital Advertising / Social Media	\$130,000	\$110,000	\$100,000	\$100,000
Radio Advertising	\$99,876	\$99,876	\$99,876	\$99,876
Client Services and Travel	Year 1	Year 2	Year 3	Year 4
Administrative & Client Services	\$15,000	\$13,500	\$13,500	\$13,500
Travel	\$49,000	\$10,000	\$10,000	\$10,000
Yearly Total	\$447,876	\$270,876	\$260,876	\$259,876

G. PRICING

Figure 2. Below is a graphical depiction of the proposed expenditures for this effort.





H. Representations & Certifications

PACEast Management Group, LLC

A Service-Disabled Veteran Owned SB



PacEast Management Group - Prime contractor

- SBA Service-Disabled Veteran-Owned Small Business (SD-VOSB)
- SBA Veteran Owned Small Business (VOSB)
- Small Business
- SAM.gov registered
- CAGE Code: 9DPF4
- UEI: V8ZSXFQVK76



Pathways 2 Solutions (PW2S) - Subcontractor

- Service-Disabled Veteran-Owned Small Business (SD-VOSB)
- Veteran Owned Small Business (VOSB)
- Small Business
- SAM.gov registered
- CAGE Code: 6VL25
- UEI: XHZDU813NCK1



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Government Content - Subcontractor

- SBA Certified 8(a)
- Service-Disabled Veteran-Owned Small Business (SD-VOSB)
- Veteran Owned Small Business (VOSB),
- HUBZone Certified Business
- Minority-Owned Business (MBE)
- Small Business
- SAM.gov registered
- Cage Code: 83NF8
- UEI: K75BHCJX1267

On behalf of our entire team we want to first express our sincere appreciation to the service and sacrifice of every member of every department represented in this effort.

Lastly, we want to say thank you for considering the PacEast Team in this proposal and we look forward to working with you.



GOVERNMENT CONTENT®
MARKETING / ANALYTICS / CREATIVE
8(A) / HUBZONE / SDVOSB / MBE





Themes, Taglines and Slogans

Below are brainstorming of themes, taglines and slogans that could be featured throughout the campaign or used as discussion starters for other creative.

1. Volunteer firefighters: bravely fighting fires, saving lives.
2. Serve, protect, and volunteer.
3. Firefighters with a heart, fighting for your survival.
4. Courage begins with a heart of volunteerism.
5. Pushing the flames out, with the power of volunteerism.
6. The courage of our volunteer firefighters is the foundation of our community.
7. When everyone else runs out, they run in.
8. Where courage and compassion ignite.
9. We don't do it for glory, we do it because we care.
10. In the line of fire, we stand tall.
11. We don't wait for heroes, we create them.
12. When seconds matter, volunteer firefighters make all the difference.
13. We don't need wings to be angels; we just need to be volunteer firefighters.
14. Risking everything, giving everything, we protect everything.
15. Running in when everyone else is running out.
16. Fighting fires is not a job, it's a calling.
17. When danger strikes, we're here to protect.
18. Courageous hearts, steadfast honor, volunteer firefighter firefighting.
19. We're not afraid of fire because we're not alone.
20. No one can lead a brigade of heroes like a volunteer firefighter.
21. A symbol of strength, hope, and community.
22. Fighting fires from the heart, with brave volunteer firefighters.
23. We carry water, put out flames and save lives, all while volunteering.
24. First in, last out, always in service.
25. Our fire is our passion for helping others.
26. Bravery is not the absence of fear - it's the dedication to our community.
27. Running towards danger when everyone else runs the other way.
28. We're not heroes. We're just a group of caring volunteers.
29. Saving homes, saving lives, volunteer firefighters at your service.
30. Protecting our communities with honor and selflessness.
31. In times of need, we're always ready to help.
32. Courage, commitment, and service, the foundations of volunteer firefighting.
33. Risking everything to save everything.
34. Volunteer firefighters- the unpurchased heroes of our community.
35. We won't just put out fires, we'll light up your life with our compassion.
36. A lion's heart, a warrior's spirit, a volunteer firefighter's courage.
37. We'll fight any fire, and we'll do it for free.
38. We may not have capes, but we have courage and strength.
39. When the flames are high, we rise higher.
40. A firefighter's heart burns for service and bravery.
41. A team of volunteer firefighters, committed to excellence and compassion.
42. Through thick and thin, spreading hope and light one fire at a time.
43. The heart of our community beats strong with volunteer firefighters.
44. We don't just put out fires, we ignite hope in our communities.
45. Courage, selflessness, and valor- the pillars of volunteer firefighting.
46. From the smoke and flames, volunteer firefighters emerge as heroes.
47. Serving with fire and soul, volunteer firefighters embody our ideals.
48. In times of crisis, our volunteer firefighters lead with courage.
49. The strength of our community shines through its volunteers.
50. Our hearts are on fire for service, bravery, and community.



Themes, Taglines and Slogans

Below are brainstorming of themes, taglines and slogans that could be featured throughout the campaign or used as discussion starters for other creative.

51. Not all superheros wear capes - some wear turnout gear.
52. Why be an ordinary hero when you can be a volunteer firefighter superhero?
53. From the ashes, volunteers rise as heroes.
54. We don't just fight flames, we fight for our communities.
55. Volunteering is not just a task, it's a way of life.
56. Our volunteer firefighters lead by example in courage, compassion, and strength.
57. When fire strikes, we're ready to unleash our inner hero.
58. From the heart of our community come the heroes who serve and protect.
59. Lighting the way to a brighter future, one fire at a time.
60. Courageous hearts beat within our volunteer firefighters.
61. In times of crisis, volunteer firefighters are the embodiment of hope.
62. Our passion is service, and our strength is resilience.
63. The best way to showcase courage is through volunteer firefighting.
64. We don't just fight fires, we fight for our communities.
65. The heat of the moment brings out the best in our volunteer firefighters.
66. Serving with grit, sacrifice, and love- volunteer firefighting at its best.
67. Brave hearts, intertwined in our dedication to service.
68. Our volunteer firefighters are the wildfire of hope and positivity.
69. Sparking hope, igniting courage - volunteering firefighter services.
70. Our volunteer firefighters show up when everything goes up in flames.
71. Our volunteer firefighters prove that courage is a state of heart.
72. Volunteer firefighters- our community's true shining stars.
73. When you're lost in the flames, our volunteer firefighters will light your path to safety.
74. Fighting fires, one heart at a time.
75. When the going gets tough, our volunteer firefighters show what they're made of.
76. Our volunteer firefighters are the heart of our community's fire safety.
77. They don't just put out fires, they ignite a passion for service.
78. Volunteer firefighting- where communities come together to aid.
79. Firefighting for a cause, firefighter spirit for everyone.
80. A heart of gold, a calling for service- volunteer firefighting.
81. Our community is stronger because of our volunteer firefighters.
82. Behind every successful community is a team of passionate, dedicated volunteer firefighters.
83. Volunteer firefighting- where the brave dare to serve.
84. In times of crisis, our volunteer firefighters show us what we're made of.
85. Standing against the flames, volunteer firefighting at its finest.
86. Here to serve, to protect, to care- volunteer firefighting in action.
87. Our volunteer firefighters are the pulse of our community's safety.
88. They are firefighters, they are heroes, and they are all volunteers.
89. From the heart of the city to the heart of the volunteer firefighter.
90. Volunteer firefighters don't just come to save you from fire, they come to ignite a passion.
91. Anyone can fight a fire, but it takes someone special to be a volunteer firefighter.
92. Fighting fires, one soul at a time.
93. Protecting community, spreading hope- the spirit of a volunteer firefighter.
94. A calling to service, a pledge of commitment- volunteer firefighting in action.
95. From foggy moments, volunteer firefighters emerge as clear heroes.
96. Where there is smoke, there are our volunteer firefighters.
97. Our community is blessed by the gift of our volunteer firefighters.
98. Volunteer firefighting- making the world a better place, one fire at a time.
99. When the alarms go off, our volunteer firefighters are the first to step up to the plate.
100. Volunteer firefighting- where hearts of service meet hearts of courage.

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Toni Dyer
City Clerk



Ellsworth Fire Department

*1 City Hall Plaza, Ellsworth, Maine 04605
Phone (207) 667-8666 ♦ Fax (207) 667-4908
www.ellsworthmaine.gov*



*Chief Scott Guillerault
sguillerault@ellsworthmaine.gov*

*Deputy Chief Doug Belletete
dbelletete@ellsworthmaine.gov*

MEMO

To: Ellsworth City Council
From: Scott Guillerault, Fire Chief
Reference: SAFER Marketing Plan
Date: 08/30/2023

Councilors,

This memo is to serve as a request of the Fire Chief to award a bid for SAFER grant sponsored Mobile LED Sign Trailer.

In the fall of 2021, Council approved for the Fire Chief to file an application with FEMA for the 2021 Staffing for Adequate Fire and Emergency Response (SAFER) for the recruitment and retention of volunteer firefighters. This application was filed as a regional grant to include the communities of Dedham, Hancock, Lamoine, Mariaville, Orland, and Trenton.

During the application process, a budget was created to cover all facets of a recruitment and retention program. One of the budget items approved by FEMA was for an LED Sign Trailer that would be shared amongst all 7 departments.

In April of 2023, the City of Ellsworth and the 6 sub-recipients communities were awarded the 2021 SAFER Grant for a total of \$1.2million. City Council approved the acceptance of the Grant at the May 2023 council Meeting.

In July of 2023, an RFP was placed for a Mobile LED Sign trailer with an August 25 deadline. One bid was received.

Action to be take: Approve the Fire Chief to award the bid for a Mobile LED Sign Trailer to Signs Plus for the amount of \$54,385.00

Respectfully submitted,
Scott Guillerault, Fire Chief

REQUEST FOR PROPOSALS

Mobile trailer Mounted Dual Sided LED Digital sign

DATES: RFP Proposals due Aug 25, 2023 5pm

RESPOND: Scott Guillerault, Fire Chief, City of Ellsworth Fire Department 1 City Hall Plaza Ellsworth, Maine 04605, 207-667-8666; sguillerault@ellsworthmaine.gov

I. Background and Goals

The City of Ellsworth, along with the communities of Dedham, Hancock, Lamoine, Mariaville, Orland and Trenton are seeking proposals for the purchase of a trailer mounted dual-sided LED digital sign trailer.

The City of Ellsworth, in conjunction with the six other communities, has received federal funds earmarked for a mobile trailer mounted dual sided LED digital sign.

This trailer is designed to be used on a rotating basis at each of the seven fire departments affiliated with this the awarded federal grant. The Ellsworth area, and surrounding communities, is a highly traveled area covering over 381 square miles, with both local residents and seasonal resident/worker population traveling through the area. Given the vast response area, a mobile sign is the most cost effective way to put a highly visible sign throughout the region.

IPAWS integration is a high priority for disaster notifications.

Federal procurement guidelines to be followed.

II. Budget:

The City of Ellsworth, in conjunction with the six other communities, has received federal funds earmarked for a mobile trailer mounted dual sided LED digital sign. The maximum amount

III. Specs

The below specs are suggested minimums for a trailer mounter dual sided LED sign trailer.

Display

- Full Color Double Sided LED Display - Made in the USA
- Two (2) Individual LED Cabinets Acting as a Double Sided Display with Side Filler Panels for Unitized Appearance
- LED Cabinet Size & LED Active Display Area: 3' 2"x 7' 10" - Borderless Edge-to-Edge Pixels
- LED Cabinet Size & LED Active Display Area: 3' 2"x 7' 10" - Borderless Edge-to-Edge Pixels
- Cloud based software for remote use
- IPAWS integration.

Trailer

- Aluminum Tandem Axle Trailer - Overall Size: 14'x 8' 6" (Length x Width)
- Suspension: Torsion Axles for Smoother Ride
- Support Stanchions, Extendable on 4 Corners for Reliable Stability
- Aircraft Grade 6061 Aluminum used for All Frame and Structure
- Manual Adjustable Lift Raises LED Display up to 10' Overall Height
- LED Mount - All Aluminum Base Mounted on Rubber Dampeners for Reduced Vibration to LED Display
- All Aluminum LED Support Structure on Turntable that Rotates up to 90 Degrees, Either Direction
- Support Columns: 5"x 5" x 1/4" Aluminum Tube
- Trailer Frame: 4"x .225"x .29" Aircraft Grade 6061 Aluminum
- Trailer Bed: 1/4" Thick Plate Aluminum, Diamond Tread
- Fenders: Aluminum Diamond Plate
- 15" Steel Rims with 205/75/15 Steel Belted Load Range C Tires
- LED Trailer Lights with 14 GA Marine Grade Tinned Copper Wiring
- Trailer Tongue Jack
- Equipment Box, Diamond Plate Aluminum, for Storage of Stanchions
- LED Display(s) Mounted and Ready for Use
- Powered by Solar, power inverter, Generator (on Board) or generator ready

The City of Ellsworth is accepting bids for purchase of a trailer mounted dual sided LED digital Sign.

Bids will be accepted until 4pm Friday, August 25th 2023, all bids will be opened publicly at that time. Bids received after the deadline will not be considered. Bids should be marked "Trailer mounted dual sided LED digital Sign" and mailed to:

City of Ellsworth

Fire Chief

City of Ellsworth Fire Department

1 City Hall Plaza Ellsworth, Maine 04605

Questions or for a copy of the bid specs contact:

Scott Guillerault, Fire Chief,

sguillerault@ellsworthmaine.gov

207-667-8666

Ellsworth City Council Packet 09-18-2023

Page Page 198 of 215


Toni Dyer
City Clerk

City of Ellsworth Fire Department

Scott Guillerault, Fire Chief

Mobile Trailer Mounted Dual Sided LED Digital Signs

Thank you for the opportunity to quote the LED Digital Signs & Mobile Trailer. I have (2) proposals attached for your review.

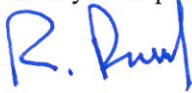
Both options include the 10mm LED pixel pitch / resolution.

-quote # 142923-Q4 is Inverter/Generator Ready

-quote # 142923-Q5 is Inverter/Generator Included

Web-based, Cloud Hosting Software for remote use Included. IPAWS integration capabilities Included.

Thank you & please reach out with any questions.



Rob Probus



NEW IDEAS - NEW TECHNOLOGY, INC.

4242 McIntosh Ln, Sarasota, Florida 34232
t. 800-848-4262 f. 941-378-4062

Ellsworth Fire Department
1 City Hall Plaza
Ellsworth ME 04605
Attention: Scott Guillerault

Rob Probus
Product Manager
robp@signsplussigns.com
Quote #: 142923-Q5
Date: Aug 12, 2023

Qty	Description
1	*****Inverter / Generator Included*****
1	Infinity - Full Color Double Sided LED Display - Made in the USA by Optec - Two (2) Individual LED Cabinets Acting as a Double Sided Display with Side Filler Panels for Unitized Appearance - LED Cabinet Size & LED Active Display Area: 3' 2"x 7' 10" - Borderless Edge-to-Edge Pixels - LED Pixel Pitch: 10mm - LED Pixel Matrix: 96x 240 (Rows x Columns) - Total Pixels: 46,080 (Double Sided) - 3 LEDs per Pixel: 1 Red, 1 Green, 1 Blue - Brightness: 10,000 Nits - Color Processing: 16-bit Grayscale - Color Palette: 281 Trillion Colors - Viewability: 140 degrees horizontal & 70 degrees vertical - Graphic Capability: Text, Animations, Video Clips and Photos - Display Dimming: 100 levels - Video Frame Rate: 60 Frames per second - Average LED Life: 100,000 hours - LED Cabinet Construction: Extruded Aluminum - Weatherproofing, Front & Rear: IP65 & IP54 - Manufacturing Quality Standard: ISO 9001 - Compliance: FCC Part 15, ETL, UL 48nElectrical Requirements: 2 circuits 120-volt, Max Amps: 10 each
1	Signs Plus Mobile LED Display Trailer - Aluminum Tandem Axle Trailer - Overall Size: 14'x 8' 6" (Length x Width) - Suspension: Torsion Axles for Smoother Ride - Support Stanchions, Extendable on 4 Corners for Reliable Stability - Aircraft Grade 6061 Aluminum used for All Frame and Structure - Manual Adjustable Lift Raises LED Display up to 10' Overall Height - LED Mount - All Aluminum Base Mounted on Rubber Dampeners for Reduced Vibration to LED Display - All Aluminum LED Support Structure on Turntable that Rotates up to 90 Degrees, Either Direction - Support Columns: 5"x 5"x 1/4" Aluminum Tube - Trailer Frame: 4"x .225"x .29" Aircraft Grade 6061 Aluminum - Trailer Bed: 1/4" Thick Plate Aluminum, Diamond Tread - Fenders: Aluminum Diamond Plate - 15" Steel Rims with 205/75/15 Steel Belted Load Range C Tires - LED Trailer Lights with 14 GA Marine Grade Tinned Copper Wiring - Dutton Lainson Trailer Tongue Jack - Equipment Box, Diamond Plate Aluminum, for Storage of Stanchions - LED Display(s) Mounted and Ready for Use Optional Generator is Included
1	Remote Diagnostics & Sign Communication Via Cell Data Modem with Lifetime Prepaid Data Service
1	Web-based, Cloud Hosting Software for Remote Use. IPAWS intergration capabilities Included
1	Honda Portable Inverter Generator - 3,000 Surge Watts, 2,800 Rated Watts Gasoline Powered Electric Start Receptacles (2) 20A 125V, (1) 30A 125V Locking Plug Run Time: 20 Hours at 1/4 Load, 7.25 Hours at Rated Load

Prices are valid for 30 days. Unless otherwise noted in Special Instructions freight & applicable sales tax will be added to your invoice. Organizations exempt from sales tax must include exempt certificate with order.

Total Investment: \$57,385.00

Terms

- 50% deposit of total investment due with order. Balance due prior to sign shipment.

Unless otherwise indicated in the buyer approved sign installation agreement, Form SIA-1020-6, sign permits, footers, sign erection, electrical service, electrical connection and planters or other decorative masonry or other structures are the responsibilities of the buyer. All signs subject to zoning and code per city/county. Signs Plus furnishes engineered footer drawings when applicable. Buyer acknowledges and agrees that any cancellation may result in charges that exceed the deposit. In the event of payment default disruptions of the LED display operation may occur. The Buyer is responsible for all collection costs incurred by Signs Plus, including but not limited to court costs, filing fees and attorney fees. All legal proceedings will be in Sarasota County, Florida. A 2% convenience fee applies to all credit card transactions.

Special Instructions

- 5 Year LED manufacturer's advanced replacement parts warranty with Lifetime Technical Support.
Lifetime FREE software training and support.
10 year parts availability guarantee.
Refer to Signs Plus Warranty Statement for complete details.

Quote #: 142923-Q5

Date Quoted: Aug 12, 2023

Signs Plus New Ideas - New Technologies, Inc.
4242 McIntosh Lane - Sarasota, FL 34232 800.848.4262
www.SignsPlusSigns.com

Approval / Authorization

I have read and fully understand the contents of this document and I agree to the stated terms and conditions.

Authorized Signature: _____

Title: _____ Date: _____

Customer:

Ellsworth Fire Department
1 City Hall Plaza
Ellsworth, ME 04605

Attention: Scott Guillerault

Ship Sign To:

Ellsworth Fire Department
1 City Hall Plaza
Ellsworth, ME 04605

Attention: Scott Guillerault

Invoice To:

Ellsworth Fire Department
1 City Hall Plaza
Ellsworth, ME 04605

Attention: Scott Guillerault

Infinity Series
10mm 96 x 240
Capabilities: 1-12 Rows
2.8" - 37.4" Characters



Shape of Stanchion Storage Box varies.

Reference #: 142923-1
Product Manager: Rob P
Date: January 27, 2022
LED Cabinet Color: Black
LED Display: Full Color



SIGNS PLUS
NEW IDEAS-NEW TECHNOLOGY, INC.
800-848-4262
info@SignsPlusSigns.com
www.SignsPlusSigns.com



APPROVAL

DATE

PRINT NAME

SIGNATURE

A FAX SIGNATURE IS BINDING UPON BOTH PARTIES

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NEW IDEAS - NEW TECHNOLOGY, INC.

4242 McIntosh Ln, Sarasota, Florida 34232
t. 800-848-4262 f. 941-378-4062

Ellsworth Fire Department
1 City Hall Plaza
Ellsworth ME 04605
Attention: Scott Guillerault

Rob Probus
Product Manager
robp@signsplussigns.com
Quote #: 142923-Q4
Date: Aug 12, 2023

Qty	Description
1	*****Inverter / Generator Ready*****
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Special Instructions

- 5 Year LED manufacturer's advanced replacement parts warranty with Lifetime Technical Support.
Lifetime FREE software training and support.
10 year parts availability guarantee.
Refer to Signs Plus Warranty Statement for complete details.

Quote #: 142923-Q4

Date Quoted: Aug 12, 2023

Signs Plus New Ideas - New Technologies, Inc.
4242 McIntosh Lane - Sarasota, FL 34232 800.848.4262
www.SignsPlusSigns.com

Approval / Authorization

I have read and fully understand the contents of this document and I agree to the stated terms and conditions.

Authorized Signature: _____

Title: _____ Date: _____

Customer:

Ellsworth Fire Department
1 City Hall Plaza
Ellsworth, ME 04605

Attention: Scott Guillerault

Ship Sign To:

Ellsworth Fire Department
1 City Hall Plaza
Ellsworth, ME 04605

Attention: Scott Guillerault

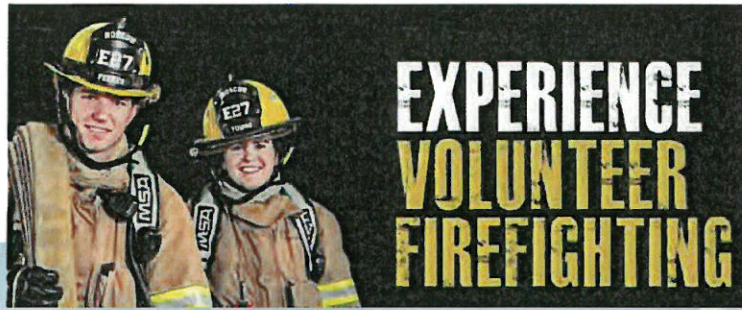
Invoice To:

Ellsworth Fire Department
1 City Hall Plaza
Ellsworth, ME 04605

Attention: Scott Guillerault



Infinity Series
10mm 96 x 240
Capabilities: 1-12 Rows
2.8" - 37.4" Characters



Shape of Stanchion Storage Box varies.

Reference #: 142923-1
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POSSIBLE CITY ACTIONS TO PROTECT ELLSWORTH'S WATER RESOURCES

In response to calls for more comprehensive and overarching action on water resources at the August 21, 2023 City Council Meeting.

1) What is the scope of resources to be protected?

Although often addressed separately, all of our water resources are inextricably connected in one complex system. Protecting our water resources will require protection for the system as a whole, including coordination with other municipalities that share those resources.

A) **Ground water** feeds our **ponds and lakes** as well as the **private water supply**;

B) **Watersheds** composed of **interconnected lakes, wetlands and tributaries** feed the **Union River, its impoundments** and **our public water supply**; and

C) Ultimately all that water flows through the **tidal reach of the river** in downtown Ellsworth, including **Harbor Park and Marina**, and out into **Frenchman Bay**.

D) Water does not observe municipal boundaries, so that much of Ellsworth's surface water flows out of other municipalities and impacts other municipalities downstream of the City.

E. Similarly, Ellsworth shares its **aquifers**, which have stored ground water for thousands of years, with multiple municipalities.

2) What form might those actions take?

For best success, a coordinated overall strategy is needed, including:

A) Leading by example

B) Public education

C) Incentives and support

D) Regulations

F) Implementation & Enforcement

E) Partnerships and volunteers

3) What's at stake?

A) Our drinking water

B) More than 1/3 of our tax base (which derives from shorefront property)

C) Ellsworth's most significant and highly prized assets & attractions:

[7 freshwater lakes and ponds, 2 impoundments, an historic salmon river with white water rapids and downtown water front, vibrant and accessible wetland habitats and wildlife, tidal shore frontage with access to Frenchman Bay]

D) Increased property values and economic growth generated by protection of these people-friendly attractions

E) Healthy natural habitats and sustainable ecosystems that will support our survival as a species

ACTIONS

A. Leading by example

—eg. eliminating snow dumps on the Union River waterfront (in contravention of EPA & DEP regulations); clean up Card Brook (urban impaired stream) starting with a watershed survey & implementation of a watershed management plan & conservation of the watershed and surrounding green spaces; pave public roads around Branch Lake; develop a plan for treatment of stormwater discharge into Union River; remake and update the 2002 Waterfront Master Plan; and making winter road care practices more water resource friendly

B. Public education

- eg. Webpage and circulation of flier with links to tax payers focusing on best practices for avoiding water pollution and invasive aquatic species; supporting and partnering with organizations to provide workshops and presentations on related topics, some specifically targeted towards lake road associations

C. Incentives and support

- eg. promote LakeSmart certification among shorefront property owners and profile individuals who receive certification in the City newsletter and/or other forums; apply for funding to support Courtesy Boat Inspections on all publicly accessible lakes; provide instruments and help to train lake association volunteers to do water quality testing & invasive aquatic plant patrols; provide education and tax incentives for businesses that replace impervious surfaces with green infrastructure (especially in the downtown core and on High Street (eg. around Card Brook).

D. Regulations

- potentially a single, new ordinance with multiple articles/sections as in Chapter 56
- potentially more than one ordinance some of which incorporate existing greatly revised ordinances which protect the tidal reach of the Union River (extending the existing Harbor Ordinance), drinking water resources (groundwater—see model ordinances from elsewhere below), and freshwater (drawing on and expanding the current Water Supply Protection Ordinance plus the recently approved regulations regarding overnight moorings)
- because land use has a significant impact on water quality, Chapter 56 (especially but not limited to Article 4–Shoreland Zoning regulations) should be reviewed and revised with improved water resources protection in mind
- the fundamental objective of these regulations (whatever form they take) should be to protect the full range of Ellsworth’s water resources by making it unlawful to either purposely or carelessly pollute or cause the deterioration of or damage to water quality and/or habitat value.
- in addressing freshwater resources (lakes, ponds, the river and its impoundments, tributaries, wetlands) special sections should address the Branch Lake water supply and Card Brook Watershed
- some freshwater issues needing to be addressed include: non-point source pollution, illegal disposal of waste/bilge/chemicals and other causes of pollution, licensing and inspection of boats, limitation/prohibition of floats planes, any limitations governing watercraft and or speed of watercraft; introduction of invasive fish, extent of allowable commercial development and use of water, expectations re rental properties, control of impervious surfaces, septic systems, buffers and expanded green space and large tree protection within shoreland zone, designation of a Natural Resource Zone around all lakes and and waterways; designation of Rural Forestry environmental protection zone around lakes as well as monitoring of timber harvests; encroachment on wetlands/vernal pools, treatment of endangered species; provision of public access in the context of new developments; use of fees and fines for further protection of water resources including the introduction of an open space development fee
- in addressing groundwater and aquifers, issues needing to be addressed include: discharge of PFAS and other pollutants; gravel extraction with particular attention to Simmons Pond (Ellsworth’s backup water supply); regulation of water extraction by volume; prohibition of water extraction for sale of water
- in addressing marine resources, issues needing to be addressed include: discharge of pollutants/waste; conservation of shoreland habitats and limitations to destabilizing river banks and causing erosion, turbidity and sediment; limitations re speed

E. Implementation & Enforcement

It will be important to make sure that the city has the capacity to implement and enforce its responsibilities as laid out in any ordinance and a broader water protection strategy. Such actions should include:

- one increased staff position in the Planning Office to provide support for the creation of water and other sustainability-related ordinances in conjunction with and as follow up to the Comprehensive Plan
- increasing code enforcement staffing to 3 full-time enforcement staff plus administrative support to maximize compliance with regulations (the city is currently losing money and jeopardizing its water resources through failure to secure permits and non-compliance with regulations in rural areas around our lakes and waterways)
- creation of a Parks and Recreation Department working with the Watershed Steward and the Harbor Master to secure grants and other funding and promote and coordinate the impact on and use of our water resources by residents and visitors. Such departments in other municipalities generate substantial revenue.

F. Partnerships and volunteers

Augmenting the capacity of city staff with partnerships and volunteers will make implementation and enforcement more feasible. This could involve:

- forging connections and joint efforts with municipalities with whom Ellsworth shares water resources
- working with partner organizations (Green Ellsworth, lake associations, Frenchman Bay Conservancy, Hancock County Soil and Water Conservation District, Maine Audubon, etc) to extend water quality testing, IAP and CBI, undertake watershed surveys and management plans (these partnerships will continue to be important just as they have been with the realizing the objectives of the Water Supply Protection Ordinance).
- cultivate and educate citizen volunteers to help with watershed surveys, NSP detection, CBI and IPP, etc. The current interest demonstrated by 9 highly qualified volunteers who applied to be involved in the newly constituted Arbor Commission is an indication of the good will and interest among citizens of Ellsworth and the Union River watershed in helping to contribute to activities that will make our water and other natural resources more sustainable.

Links to guidelines and model ordinances

EPA Protecting Water Resources with Smart Growth— <https://www.epa.gov/sites/default/files/2014-04/documents/protecting-water-resources.pdf>

<https://nne.planning.org/knowledge/resources/riparian/>

Model Water Extraction Ordinance (Brownfield, Maine)— http://www.brownfieldmaine.org/uploads/2/6/3/1/26314117/water_extraction_ordinance.pdf

Relevant Recommendations (edited) from the Water Chapter of Green Ellsworth's Green Plan

Based on substantial public consultations undertaken beginning in 2018 by the 24 person Green Ellsworth Water committee which involved representatives of most of Ellsworth's lake associations as well as professionals like Mark Whiting (retired DEP biologist and President of the Board of the Hancock County Soil and Water Conservation District). The input led to 50 some recommendations, and we have continued those consultations into the implementation phase of the plan, most recently in the context of our two-day April Summit on the Union River Watershed.

The Planning Department's recent solicitation of public input on water resources in the context of Comprehensive Planning will be important in updating and extending specifics included in the Green Plan recommendations, but the Green Plan recommendations help to identify the general areas of focus for action that Council needs to take to best protect our water resources.

A. A Foundation for Understanding and Protecting Our Water

Recommendation W-1: Facilitate and coordinate a comprehensive program for monitoring our water resources and publicly post resulting data and links for Ellsworth and the Union River watershed online.

Recommendation W-2: Coordinate informational materials and educational programming aimed at supporting and encouraging the best possible stewardship of the city's water resources.

Recommendation W-3: Convene a network of municipalities, lake associations, and other organizations and agencies with an interest in the Union River and Card Brook watersheds.

B. Access to Clean Drinking Water⁴

Recommendation W-4: Improve the extent, regularity, and public documentation of testing on Branch Lake, including the Winkumpaugh Cove and Tannery Brook areas.

Recommendation W-5: Fully pave all publicly maintained roads around Branch Lake and construct or reconstruct all stream crossings to mitigate NPSP.

Recommendation W-6: Reconstruct and improve the maintenance of road association roads around Branch Lake to minimize NPSP. Maine Audubon's StreamSmart workshops and educational programs regarding best management practices should be a major resource for this effort.

Recommendation W-7: Coordinate efforts to reduce threats of NPSP through the introduction of improved ordinances; better enforcement; incentives and rewards for best practices; and education and training to mitigate the impact of stormwater runoff, inadequate plumbing, and the current rate and intensity of development on Branch Lake.

Recommendation W-8: Undertake a Branch Lake watershed survey [DONE] and then watershed management plan as soon as possible, and update both at least every ten years.

Recommendation W-9: Reduce the risk of introducing IAPs at private boat ramps on Branch Lake by using a multifaceted approach: restricting allowable use (including a required clause in rental agreements); stipulating fines for rental and other property owners who fail to follow and enforce the restrictions; offering educational materials

regarding the dangers of IAPs at private boat ramps; and encouraging the closure of those ramps using available grant programs.

Recommendation W-10: Prohibit the use of Branch Lake by float planes.

Recommendation W-11: Repair and5 regularly inspect the Branch Lake dam.[IN PROGRESS]

Recommendation W-12: Commission a study to determine the long-term demand for public water and develop a phased strategy for improving the public water infrastructure.

Recommendation W-13: Begin phased implementation of the public water strategy.

Recommendation W-14: Work with the MDI Biological Laboratory to facilitate a study of well water in Ellsworth, and promote a regular educational program for schoolchildren and the public that encourages residents to have wells tested every three to five years.

Recommendation W-15: Introduce an ordinance that establishes standards beyond the minimum required by the state with respect to such things as the location, size, and depth relative to the water table of gravel pits, and couple this ordinance with periodic monitoring and proactive inspections by publicly contracted qualified personnel paid for by fees charged to gravel pit operators.

C. Healthy Lakes and Ponds

Recommendation W-16: Extend regular and comprehensive testing of water quality, dissolved oxygen, temperature, and clarity to all Ellsworth lakes and ponds, with the goal of improving or maintaining levels recommended for the relevant type of water body.

Recommendation W-17: Support regular CBI and IPP programs for Ellsworth's lakes and ponds. These programs should be augmented by efforts to discourage or prevent the use of private ramps for boats not owned by the property owner and to limit or eliminate float plane landings.

Recommendation W-18: Develop a three-pronged approach to minimizing NPSP in our lakes and ponds: (1) a regular program for educating property owners, contractors, and road associations regarding best management practices to control stormwater runoff; (2) proactive enforcement of existing ordinances; and (3) revision or introduction of additional ordinances to better control such things as road and driveway construction, roof drainage, and plumbing.

Recommendation W-19: Work toward the goal of having 10% of Ellsworth's lakefront properties LakeSmart-certified by 2024, and celebrate those property owners as models for others.

Recommendation W-20: Return staffing in the city's Code Enforcement Department to the equivalent of pre-2008 levels (three full-time positions).

Recommendation W-21: Periodically convene a network of representatives from municipalities and lake and road associations within the Union River watershed to explore common issues and exchange best management practices, particularly with respect to reducing NPSP through improved road construction practices, shared equipment, and expertise.

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Recommendation W-22: Require whoever owns the Green Lake, Graham Lake, and Ellsworth dams to limit the annual variation in lake water elevation to no more than 4 vertical feet and adhere to practices that will enable Green, Graham, and Leonard Lakes to comply with Maine water quality standards and achieve improved environmental and recreational benefits.

Recommendation W-24: Undertake independent, periodic water quality checks of all impoundments created by dams on the Union River, to monitor and enforce water quality and healthy habitat standards.

Recommendation W-25: Advocate for the construction of safe and effective up- and downstream fish passage on all Union River dams within three to five years of federal relicensing, with immediate loss of certification if the fishways are not fully operational at the end of five years.

D. A Revitalized Union River Waterfront and Watershed

Recommendation W-26: Update and revise the 2002 Waterfront Master Plan, prioritizing public access to the length of the waterfront and restoration of shorefront habitat and green infrastructure, to minimize the effects of stormwater runoff and help mitigate the effects of erosion and sea level rise.

Recommendation W-27: Preliminary to undertaking a vulnerability assessment, consider the eventual effects of sea level rise in Ellsworth (eg. the need to replace waste water pumping stations) and develop potential approaches to mitigating the combined effects of sea level rise and stormwater through waterfront revitalization and other mechanisms.

Recommendation W-28: Begin phased implementation of the revised Waterfront Master Plan, starting with rezoning the downtown waterfront to eliminate heavy industrial use.

Recommendation W-29: Coordinate current efforts to create public access to the river and a river walk/urban hike from Harbor Park to the Union River bridge and from there behind the library to Central Street.

Recommendation W-31: Organize a community rebranding effort to reposition the Union River as central to the public identity and profile of the city.

Recommendation W-32: Seek official designation of the downtown riverfront as an historic district (from Indian Point to the Ellsworth dam), to further acknowledge and promote the importance of the river and the waterfront in Ellsworth's evolution as a city.

Recommendation W-33: Seek official designation of the Union River as an historic corridor that has had major environmental, social, cultural, and economic significance in eastern Maine, from the times of Indigenous peoples through that of early settlers to the present day.

Recommendation W-34: Survey the stormwater system and erosion caused by uncontrolled stormwater runoff below the Leonard Lake dam, make it a priority to correct runoff problems within the city's control (including snow dumps at the water's edge), and require other offending property owners to amend deficiencies within a reasonable period of time.

Recommendation W-35: Clean up toxic chemical sites along the river both above and below the Ellsworth dam.

Recommendation W-36: Once the turbidity, runoff, and stormwater issues along the downtown waterfront have been addressed, dredge the river channel to reduce sediment buildup.

Recommendation W-37: Undertake a Union River watershed survey (including attention to dams and other crossings or barriers), supported by trained and supervised volunteer citizen scientists, and regularly update this survey every ten years.

Recommendation W-38: Drawing on a range of data in addition to the watershed survey, contribute to a Union River watershed management plan that identifies overall goals and objectives for the watershed, areas currently requiring improvement, responsible parties for correcting any problems, and potential funding sources for private and public improvements.

Recommendation W-39: Request that all dams within the Union River watershed receive a state inspection, with any necessary repairs brought to the owner's attention.

E. Upgraded Natural and Built Stormwater Infrastructure

Recommendation W-42: Formally conserve Card Brook and its wetlands, including a public access corridor along the brook from the High Street crossing to the river and the wooded area behind Maine Coast Mall between Birdsacre and the brook.

Recommendation W-43: Undertake a Card Brook watershed survey and develop a restoration and management plan to determine the cause of the brook's nonconforming status, measures for rectifying the situation, and a proposal for implementing those measures as well as ongoing maintenance to avoid further impairment.

Recommendation W-44: Implement a Card Brook restoration and watershed management plan, drawing on, among other things, volunteer cleanups, educational materials, and regulations and enforcement.

Recommendation W-45: Develop a phased long-term plan for upgrading Ellsworth's stormwater infrastructure, with the overall objective of retaining as much water as possible rather than flushing stormwater, chemicals, and sediment into the river as quickly as possible. This should involve maximum use of green infrastructure [trees and other herbaceous plantings] as advised by the EPA and other agencies.

Recommendation W-46: Implement the plan for upgrading Ellsworth's stormwater infrastructure, including replacing undersized culverts and pipes and maximizing the use of green infrastructure [trees and shrubs] to decrease the pressure on the human-made system.

Recommendation W-47: Reduce the level of stormwater runoff from existing impervious surfaces and limit future construction of impervious surfaces unless adequate measures are in place to retain and filter runoff.

F. Access to the Water

Recommendation W-48: Provide adequate public access to our lakes and ponds and improve signage and maintenance of existing boat launches and other access sites, beginning with improved access to Leonard Lake, especially at the city-owned parcels below the Elementary Middle School and at the mouth of Branch Lake Stream (former site of the Branch Lake Stream dam, removed in 2019).

Recommendation W-49: Seek funding for the phased implementation of a shorefront bike and pedestrian loop extending from downtown around both sides of Leonard Lake via a footbridge connecting from the Shore Road in Ellsworth Falls to Infant Street.

G. Enhanced Community Engagement and Capacity

Recommendation W-50: Develop and train a group of volunteer citizen scientists to support watershed surveys every ten years and test and inspect our lakes on a regularly established schedule

Recommendation W-51: Prioritize time and capacity for city staff to apply for and manage grant projects and to form strategic partnerships with agencies and nonprofits concerned with implementing water-related Green Plan recommendations, in order to maximize our capacity as a community to realize the sustainability objectives for our water resources.

Recommendation W-52: Annually set aside money from shorefront tax revenue, boat registration fees and fisheries income to create a fund for providing seed grants to lake associations, nonprofits, and other organizations for conservation and water improvement projects, as well as matching funds for larger projects such as waterfront renewal, sea level rise mitigation, and dam-related issues.

G. Land Management for Water Quality and Habitat Protection

Recommendation L-2: Develop a public green spaces protection, management and development strategy for the city and its schools [with particular attention to the protection of and public access to our water resources].

Recommendation L-3: Improve public awareness and use of Ellsworth's public green spaces through a phased approach, including review and revision of Chapter 29 (Regulation of City-Owned Land) of the Ellsworth City Ordinances & Codes; signage at all city-owned green spaces, stating terms of use; online maps and guides for these spaces; and promotional signage for the spaces on all access routes in and out of the city.

Recommendation L-4: Hire a full-time city director of parks and recreation, with credentials in landscape and tree management, management of conserved land, water resources and/or a closely related field, and one part-time or seasonal assistant.

Recommendation L-6: Use Ellsworth's green spaces as educational sites for learning about best practices for the conservation of our natural resources—including management of our water resources.

Recommendation L-7: Designate a Natural Resource Zone for areas "critical" for "natural preservation" (pp. II.58–59), especially around lakes and waterways not already protected, with attention to "the wishes of residents for a high quality environment" (p. II.16). [quotations from 2004 Comprehensive Plan]

Recommendation L-8: Designate a Rural Forestry environmental protection zone (p. II.59 in 2004 Comprehensive Plan) for large parcels of forested land surrounding Green Lake, to preserve the water quality in Green Lake and the Union River watershed.

Recommendation L-9: Implement an open space acquisition fee to be paid for homes built on subdivision lots in rural areas that do not use the cluster option.

Recommendation L-14: Conserve sensitive wetlands, most of which would be too costly to develop, to prevent road building and habitat fragmentation, and to reduce future costly stormwater infrastructure construction.

Recommendation L-15: Establish a land conservation fund, in part funded by the open space acquisition fee (see Recommendation L-9), in order to leverage external funding and to support partner organization efforts to conserve natural and working green spaces.

Recommendation L-16: Leave large blocks of undeveloped land intact to protect deer wintering areas and other ecologically rich habitats.

Recommendation L-17: In the context of planning and managing development, provide for connections between natural areas.

Recommendation L-18: Make protected land accessible to the public to the greatest extent possible.

Recommendation L-20: Create special classifications for all conserved natural areas and our water resources that requires vegetative buffers and more stringent stormwater management on new abutting property developments.

Recommendation L-21: Develop a rural forestry plan that includes the promotion of low-impact forestry, the introduction of model low-impact forestry management at Branch Lake Public Forest, annual monitoring of timber harvests, and a review of current zoning and ordinances to ensure adequate protection of working woodlands as well as unmanaged forested natural areas and the habitats associated with them.