



**Town of Windham**  
Office of the Town Manager  
8 School Road  
Windham, ME 04062

Anthony T. Plante, Town Manager  
atplante@windhammaine.us

207.892.1907 voice  
207.892.1910 fax

## MEMORANDUM

To : Town Council  
From : Anthony T. Plante, Town Manager  
Date : November 9, 2017  
Re : Town Manager's Report

### Schedule.

F	November 10		Offices Closed (Veterans Day Observance)
Sat	November 11	11:00 a.m.	Veterans Day Ceremonies (Windham Veterans Center)
T	November 14	7:00 p.m.	Council Meeting
T	November 21	7:00 p.m.	Council Meeting
Th	November 23		Offices Closed (Thanksgiving Day)
F	November 24		Offices Closed (Thanksgiving Observance)
T	December 5	7:00 p.m.	Council Meeting
T	December 12	7:00 p.m.	Council Meeting
T	December 19	7:00 p.m.	Council Meeting
Th	December 21	11:30 a.m.	Employee Appreciation Holiday Lunch (Community Center Gym, until 1:30 p.m.)
M	December 25		Offices Closed (Christmas Day)
T	December 26	7:00 p.m.	Council Meeting
M	January 1		Offices Closed (New Year's Day)
T	January 2	7:00 p.m.	Council Meeting
T	January 9	7:00 p.m.	Council Meeting
M	January 15		Offices Closed (Martin Luther King, Jr. Day)
T	January 16	7:00 p.m.	Council Meeting

### **Scheduling Notes.**

Veterans Day ceremonies will be held at the Windham Veterans Center at 11:00 a.m. Saturday, November 11, 2017.

Planning ahead, the annual Employee Appreciation Holiday Lunch is scheduled for Thursday, December 21, 2017 from 11:30 a.m. to 1:30 p.m. in the Community Center gym. Council members are invited to enjoy lunch and holiday spirit with employees in appreciation of their service to the community.

### **Report.**

#### *Shared Maintenance Facility.*

The shared maintenance facility project was approved by voters at this past Tuesday's election by a vote of 1948 to 1772. As part of the pre-approval design work authorized by the Council last summer, Will Haskell from Gorrill-Palmer and I had a meeting last week with Maine DEP to review what needs to be submitted for state approval. Once the application has been submitted, our understanding is that the process should take about five months.

When the Council decided earlier this year to seek voter approval of the maintenance facility project, it also stressed the need for a much more robust public information and outreach program than was conducted in 2015. Those there at the time may recall the flyer we shared, information about postcards that were printed and mailed, ads placed in local papers, videos, and the town's social media presence.

I met with a couple of people who do this kind of work and with recommendations from other communities. Following this, the Joint Project Team worked with Meredith Strang Burgess and her staff at Burgess Advertising and Marketing to help structure the communications program and develop the various materials. The message was what the Joint Project Team felt was important for people to know . how the project connected to and mattered to them. Burgess provided the graphic design expertise but took direction from the project team as to the message.

Effective communication, both in developing the communication strategy, the design of various products, and then the actual delivery of those products all come with costs. For this project, this is the breakdown:

- Communication program development; \$3,500
- Media relations; \$2,000
- Social media plan; \$800

- Print advertising; approximately \$2,000
- Online advertising/promotion; \$610
- Flyer design/layout; \$928
- PowerPoint presentation; \$1,424
- Print ads (3) layout; \$2,069
- Postcard layout and printing; \$2,455
- TV slide, and video editing; \$593
- Mailing; \$1,275

Some of these figures may change a little as final invoices come in, such as for print advertising in the two local papers, but should not change the total very much. Since the project was ahead, a decision was made after the budget for this year was already approved, there was no specific budget for project communications, all of these expenses have been covered out of professional services, printing, and advertising accounts in the approved budget.

#### *Highland Lake.*

At its meeting of November 14, 2017 the Council will be asked to approve two orders relating to the ongoing water quality concerns in Highland Lake and its watershed. Following a discussion at the October 24, 2017 meeting the Council will have a public hearing on and is scheduled to vote on amendments to the town's Surface Water Protection Ordinance. These amendments would require additional erosion control measures and establish a point system for stormwater treatment measures for new construction.

The Council also is expected to vote on establishing a Highland Lake Leadership Team. See the cover sheet and materials for order 17-207 for more details. The team, once established, will become the means of coordinating efforts to conduct ongoing water quality monitoring and analysis, watershed planning, ordinance review, and erosion stormwater improvements.

#### *Library Renovation Project.*

Bids for the renovation project, already included in the budget for this year, are scheduled to be opened Thursday, November 9. I expect to be able to report on those at next Tuesday's meeting.

Please refer to the attached projects and issues list and individual project sheets, and let me know if you have any questions.