



**Manager's Memorandum
Selectboard Meeting
October 7, 2025**

To: Selectboard
From: Tony Ward, Town Manager
Date: 10-02-2025
Re: Selectboard meeting 10-07-2025

Below are notes for agenda items for October 7, 2025 meeting

5. Managers' Update

- A. At the October 21st Selectboard meeting, Town staff will facilitate a discussion regarding the short-term use of Town facilities, with a focus on the Fire Department and Public Works buildings. Staff will present recommendations they believe will benefit both departments and the Town.
- B. I am attending the Maine Municipal Association Annual Conference from October 7 through October 9th in Bangor.
- C. Sebago Technics recently returned and completed the inspection of the sand/salt shed. We anticipate receiving the report in the near future and expect the findings to be more favorable than initially believed.

On-Going Business

6. The Selectboard will discuss Library's contract zoning process update.

Representatives from the Casco Public Library will be present at the Selectboard meeting to provide updates on the Contract Zoning Agreement (CZA) application.

Town staff recommend that the Selectboard discuss realistic timelines for a Town Meeting vote on both the CZA and an Easement Agreement between the Library and the Town. Legal counsel recommends including both items on the same Town Meeting warrant, and staff suggest targeting the June 2026 Town Meeting due to the time required for the Contract Zoning approval process.

7. The Selectboard will discuss future planning options.

The Town is hiring Doug Webster to provide temporary, part-time planning services to assist the Planning Board. Mr. Webster has agreed to provide these services during the Town's transition period to support ongoing Planning Board functions.

The Town will be contracting separately for zoning-related work. Long-term discussions regarding planning services should be addressed during the budgetary process.

8. The Selectboard will consider an Easement for Thompson Lake boat ramp.

Included in the Selectboard packet is a proposed Public Access Easement between Robbey Ventures, LLC (f/k/a Brolaw Ventures, LLC) and the Town of Casco for the Thompson Lake boat ramp located on Heath Road (Map 49, Lot 23).

Under the agreement, the Town is granted public, perpetual, non-exclusive rights to access the boat ramp, gravel ramp, and dock, including the ability to expand the ramp horizontally, maintain the structures, and trim vegetation as necessary to ensure public access. The easement allows the public to access Thompson Lake for launching and removing watercraft.

The agreement includes provisions for maintenance responsibilities, restoration of disturbed areas, and indemnification of the Robbey Ventures, while reserving to the Grantor all uses consistent with public access. The easement runs with the land and is binding on successors and assigns.

Next Steps: This easement must later be approved by voters at a Town Meeting, with staff anticipating it will be included on the January 2026 Special Town Meeting warrant.

New Business

9. The Selectboard will discuss Open Space activities with the Open Space Commission chair.

As discussed at the Selectboard's September 2nd meeting, the Board is beginning a new process of receiving short monthly updates (about 10 minutes) from Town boards and committees on a rotating basis.

The first update will come from the Open Space Commission, presented by Sam Brown.

The draft schedule for upcoming updates is:

- Safe Streets Committee – October 21
- Comprehensive Plan Implementation Committee – November 18
- Water Quality Committee – December 16
- Berry Property Work Group – January 20

This new process is intended to keep the Selectboard, and community better informed about the work of Town committees and to highlight ongoing projects and priorities.

10. The Selectboard will consider bids for Pleasant Lake Beach project.

The Maine Department of Environmental Protection (DEP) has recently approved the Town's minor modification request for the proposed Pleasant Lake Beach project, located at 18 Mayberry Hill Road adjacent to Pleasant Lake. The project is designed to address ongoing soil erosion issues and improve the recreational area for public use.

Key components of the project include:

- **Regrading:** Approximately 1,750 square feet of the site will be regraded to create a shallower slope, reducing erosion and improving usability. The high-intensity beach area will be treated with 4 inches of loam and grass sod.
- **Retaining Wall:** A 56-foot-long precast concrete retaining wall will be installed to stabilize the adjacent sidewalk and roadway.
- **Vegetation and Footpath:** Grass sod will be planted on regraded slopes, and a 4-foot-wide footpath with infiltration steps/terraces will be constructed to manage foot traffic and minimize erosion.
- **ADA Ramp:** An Americans with Disabilities Act (ADA) compliant ramp will be added to provide accessible beach access.
- **Erosion Control:** Measures such as silt fencing, mulching, and sod placement will be implemented to prevent sediment runoff during and after construction.

The project aims to stabilize the shoreline, improve stormwater management, and enhance the usability of the public beach while preserving its recreational value. The complete application, plans, and modification request are included in the Selectboard packet.

Town staff is in the process of obtaining three bids for the project described above. We hope to provide the Selectboard with these bids prior to the meeting. Unfortunately, urgency is required for the completion of the project as presented to the Maine DEP.

11. The Selectboard will discuss a rebranding proposal.

A municipal rebranding effort is undertaken to create a clearer, more unified identity that reflects the community's character, values, and aspirations. Over time, towns can outgrow outdated logos, messaging, or imagery that no longer represent who they are today or where they are heading. Rebranding helps strengthen civic pride, improve communication with residents, and present a more welcoming image to visitors, potential businesses, and future residents. It also allows the municipality to stand out from surrounding communities and support economic development by highlighting its unique strengths and vision for the future.

Casco resident Courtney Walsh has submitted a comprehensive proposal for the development of a branding and visual identity system for the Town of Casco. The project emphasizes community engagement, local pride, and the creation of a modern, cohesive identity that reflects Casco's unique story, values, and personality.

The proposal outlines five project phases: Discovery & Strategy, Visual Identity Development, Brand Guidelines & Toolkit, Collateral & Environmental Design, and Launch & Community Engagement. The process is expected to take 6–7 months, with each phase lasting 4–8 weeks.

The estimated professional value of the project is \$44,000, with a proposed Town contribution of \$12,000. The balance would be provided through an in-kind creative donation from the designer, underscoring both community connection and commitment to the project's success.

12. The Selectboard will consider appointments to the Comprehensive Plan Implementation Committee.

The Town currently has multiple vacancies on the Comprehensive Plan Implementation Committee. The Town has received requests for appointments from Joseph Armenti, Jr. Wyatt Pettit, and Doug Webster. Mr. Armenti will be present at the upcoming Selectboard meeting to discuss his interest in serving. Mr. Pettit is unable to attend due to a prior commitment but will be available to meet with the Selectboard at its October 21st meeting. In addition, Doug Webster has expressed interest in serving on the Committee; however, his temporary assignment as Town Planner may create a conflict of interest. Staff recommend considering Mr. Webster's appointment once his temporary assignment is completed.

13. The Selectboard will consider an RFP for Planning Services.

Included in the Selectboard packet are two Request for Proposals (RFPs) for professional planning services. Town staff are seeking guidance from the Selectboard on whether to issue the RFP for all P1 areas designated in the Casco Comprehensive Plan or only Casco Village.

Synopsis of the RFP:

Scope of Services

The selected consultant will provide professional planning services, including:

1. **Zoning Ordinance Rewrite** – Review existing zoning provisions and recommend updates for Casco Village, South Casco Village, and Webbs Mills or just Casco Village; draft amendments in collaboration with Town staff, the Selectboard, and the designated Town work group; ensure compliance with Maine statutes and consistency with the Comprehensive Plan.
2. **Community Engagement** – Facilitate at least one public meeting in each village; present drafts and revisions, gather feedback, and incorporate input into the final ordinance; facilitate a town-wide community forum once the final draft is complete.
3. **Collaboration with Town Leadership** – Work directly with Town staff, the Selectboard, and the Town work group; provide written and verbal updates at key milestones.

4. **Final Deliverables** – Proposed zoning ordinance changes ready for review and adoption; supporting documentation including public engagement summaries, technical memos, and a final report.

Project Timeline

The Town anticipates the project will be completed within six to eight months from the contract award, with key milestones including kickoff, preliminary concept development, community forums, draft amendments, Selectboard review, and final adoption support.

Objectives of the Zoning Rewrite

- **Consistency with the Comprehensive Plan** – Align zoning with P1 area goals and strengthen village centers.
- **Preservation of Village Character** – Protect historic structures, streetscapes, and neighborhood-scale development.
- **Encouragement of Mixed-Use Development** – Support compatible residential, retail, service, and civic uses.
- **Housing Opportunities** – Enable diverse housing, including multifamily, accessory units, and senior housing.
- **Economic Development & Tourism** – Support locally owned businesses and balance growth with community character.
- **Transportation & Accessibility** – Improve pedestrian and bicycle access; enhance roadway safety and circulation.
- **Environmental Protection & Sustainability** – Protect lakes, wetlands, and open spaces; encourage low-impact design.
- **Community Engagement** – Ensure broad public input and maintain transparency throughout the rezoning process.

Staff seek Selectboard guidance on the preferred scope for issuing the RFP.

14. The Selectboard will consider appointing Carolyn Drew as a full member of the Planning Board instead of her current alternate position on the Planning Board.

Town staff request that the Selectboard consider appointing Carolyn Drew as a full member of the Planning Board, moving from her current alternate position. This appointment would fill the vacancy created by the resignation of Pete Watkins and would run through June 30, 2028. If approved, staff will post the alternate Planning Board vacancy, which also expires on June 30, 2028.