

**TOWN OF OLD ORCHARD BEACH
TOWN COUNCIL WORKSHOP
Tuesday, November 1, 2016
TOWN HALL CHAMBERS
Following the Town Council Meeting**

A Town Council Workshop of the Old Orchard Beach Town Council was held on Tuesday, November 1, 2016. Chair O'Neill opened the meeting at 7:00 p.m.

The following were in attendance:

**Chair Shawn O'Neill
Vice Chair Joseph Thornton
Councilor Jay Kelley
Councilor Kenneth Blow
Councilor Michael Tousignant
Town Manager Larry Mead
Assistant Town Manager V. Louise Reid
Recreation Director Jason Webber
Rev 3 President – Eric Opdyke
Police Chief Dana Kelley
Fire Chief Ed Dube
Perian Carpenter – Shuttlebus Representative**

The purpose of the meeting this evening was to discuss the plans for REV 3 and the involvement of a national organization and the five year plan for their program here in Old Orchard Beach.

Recreation Director, Jason Webber, has done a fabulous job over the past five years, and the past two years of personally directing the activities of REV 3 and now with Ironman Maine bringing forth a proposal for the next five years, with a possible 2,000 participants, this will provide to the Old Orchard Beach community more opportunities for rentals at local motels, visits to local community activities such as the Pier and Palace Playland, and enjoyment at our many restaurants.

Eric Opdyke, President of REV 3, is with us this evening and will present the suggested new route for the racers and bikers, minimizing the traffic congestion for our residents. Several meetings have already been held with our Police Department and their approval of the change was unanimous.

Bringing a two-million dollar economic impact to Old Orchard Beach will cement Old Orchard Beach as a destination on the map for hundreds of thousands of health conscious athletes around the globe and reach a high-quality demographics.

We've enjoyed our relationship with Old Orchard Beach over the last five years and are fortunate to have an opportunity to increase the revenue brought into the area by licensing this event to Ironman. This will cement Old Orchard Beach as a destination on the maps of hundreds of thousands of health conscious athletes around the globe. 75% of these participants have a post-secondary education and 78% are employed as professionals or executives. An event with this much reaches and high quality demographics also attract

business interests from outside the region, providing a unique opportunity for the Chamber and Council to showcase the area for outside economic investment.

Over the past few months we have consulted with the OOB Police, Fire, and Parks & Recreation Department to design an updated course that will minimize traffic congestion and reduce the impact to OOB residents while still providing the OOB *feel* to the expected 2,000 participants. This update moves the bike/run transition area to the Municipal Parking Lot on Milliken Streets and allows us to keep Cascade Road open into downtown Old Orchard Beach by utilizing the newly installed bike lanes for the run course. First Street becomes the finish chute with great views from Memorial Park and due to the rolling swim start the race finish time of 3:00 p.m. remains the same as in years past.

An Ironman Triathlon is one of a series of long-distance triathlon races organized by the World Triathlon Corporation, consisting of a 2-4 mile swim; a 112- mile bicycle ride; and a marathon 26.22-mile run – and raced in that order without a break. It is widely considered one of the most difficult one-day sporting events in the world.

Eric Opdyke continued with information relative to the changes that were being anticipated pending the approval of the Town Council when a Special Event Permit is submitted to the Council on November 15, 2016. He indicated there would be a lot more runners and participants than has been over the past three years since this is a national organization attracting many triathlons. He also indicated that a decision is needed soon since publicity wide this will be out on the news immediately upon release of this transcript this evening. This is a name brand organization that will bring its influence to this community and will benefit the community in areas such as motel reservations and impacts on businesses such as restaurants and local stores. This week is the week before school and the bringing of such a high number of participants can do nothing but be a benefit to Old Orchard Beach.

Mr. Opdyke indicated that Maine is a real attracting to many of these participants because it is a fairly new environment and Maine attracts. Rev3 has had a tremendous five years with great success and positive reaction from the community. He indicated that they are recommending the changing of the route from the First Street/Memorial Park area to the Milliken Street Parking Lot area which could easily handle the number of bikes that would be needed to be parked.

Here is the route they are suggesting:

- The swim would start just south of the pier and finish at Walnut Street.
- The transition area (bicycles) would be in the Milliken Street Municipal Lot.
- The bikes start by turning left onto Walnut Street; right onto Portland Avenue; left onto Milliken Mills Road; and right onto Cascade Road into Saco.
- The bikes would return on Cascade Road; turn left onto Imperial Street; and left onto Milliken Street, back into the parking lot.
- The runners would exit and turn left onto Walnut Street; left onto Portland Avenue; right onto Miles Street; right onto Cascade Road in the bike lane; right onto the Eastern Trail all the way to Scarborough. They would turnaround on the

Eastern Trail and exit on Milliken Mills Road and turning left, right onto Portland Avenue; left onto Walnut Street; right onto Milliken Street; and finish on First Street in front of Memorial Park.

The questions that were asked included whether they were confident to be able to attract more volunteers to assist in the weekend and the planning and it was indicated that this was not a concern to them as in addition to those who have assisted in the past, there is the option to offer incentives to those who could not run this year to automatically be accepted for next year. A meeting with the Old Orchard Beach Police and the Saco Police was positively received and they agreed with the change in the routes and felt that it would limit the difficulties for travelers that Sunday. It should also be noted that this triathlon will be sell out long before the scheduled weekend. It was also assured that sufficient and quantitative advertising in newspapers, television, radio, the providing in large measure of maps showing the route area, and a reaching out to all the communities long before the event occurs. It was noted that they have already met with the Chamber of Commerce and will continue that positive communication.

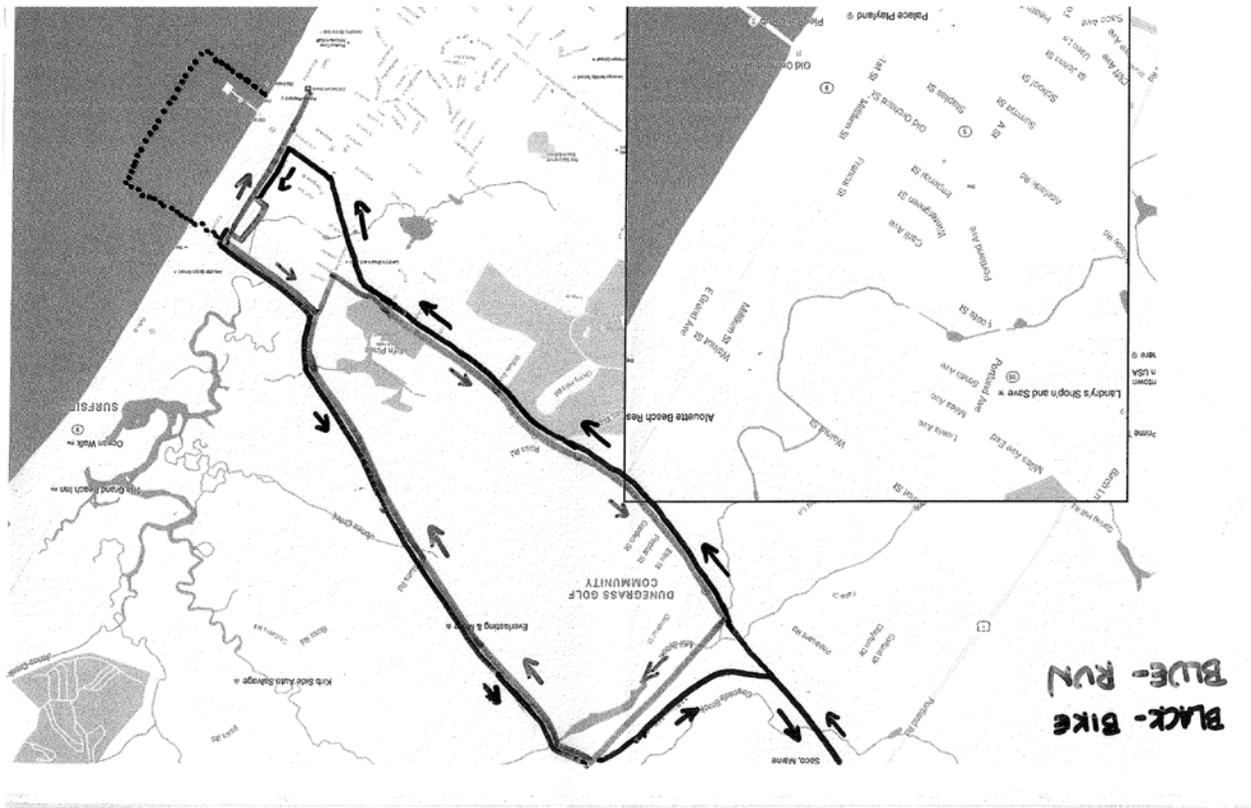
Jason Webber, the Recreation Director who has had on-hands responsibility working with REV3 indicated that it has been almost full support from everyone in the community and that donations to many of the community groups such as Community Animal, Food Banks, Rotary Clubs, and many other non-profits has been greatly appreciated and great support to these agencies.

It was also noted that a request is going to be made for a five year contract which the Town Manager did not feel was an issue although the question was raised about Charter requirements. The Town Clerk urged Mr. Opdyke to get that material to her immediately including insurance and a check for the cost of the permit in order for this to go on the next agenda which the Council agreed to. The Council also indicated, although not voting at this time, there was unanimous agreement that this event is a positive to the community. Shuttlebus was represented by Perian Carpenter who indicated that although Shuttlebus fully supports this event it does cut back on their service to the community and that an incentive from REV3 was always a consideration and she assumes it will be again in this new event to which agreement was noted.

The Council extended their appreciation to Mr. Opdyke and supported entirely the proposed change in the route and the continued support for this impressive event.

The Workshop closed at 7:50 p.m.

The following maps were discussed:



ADJOURNMENT:

Respectfully Submitted,

**V. Louise Reid
Town Council Secretary**

I, V. Louise Reid, Secretary to the Town Council of Old Orchard Beach, Maine, do hereby certify that the foregoing document consisting of five (5) pages is a copy of the original Minutes of the Town Council Workshop of November 1, 2016.

V. Louise Reid