

SWOT Subcommittee Committee

Oakland Comprehensive Plan

12.5.2017

4pm

Attendees: Robert Nutting, Dan Duperry, Kelly Roderick, Gary Bowman

Facilitator: Garvan Donegan, CMGC

SWOT Analysis (strengths, weaknesses, opportunities and threats) was given by Garvan Donegan

Garvan stated that doing a SWOT Analysis is not necessary for comp planning but considered helpful.

Garvan asked each committee member record on index cards at least five perceived or real concerns in each category. (SWOT) Then they will be prioritized and presented to larger group. All notecards posted on large tear off sheets at front of room.

The group conduct a SWOT exercise, with findings included the following:

(1) ID'd Strengths included:

- Real estate taxes are low compared to other towns - low mil rate
- Experienced staff, creative staff members, expertise, long term, well regarded town employees
- Lakes, natural resources, camps, business opportunities involving waterfront
- Small town feel
- School system well regarded
- Appealing Main St. for businesses
- Strong central geography, next to an I95 corridor for business development, First Park
- Training available at quality higher education institutes in the area
- Workplace development
- Community pride and support
- Strong public safety department, local control of assets
- Events

(2) ID'd Weaknesses Included:

- Cold weather
- Aging town population
- Aging workforce
- Do we have capacity to handle a large employer if they came into the area?
- Sewer infrastructure, poor
- Lack of extensive utilities

- Youth exodus
- Aging facilities, town office, fire station
- Not enough attractive jobs
- Unorganized growth patterns on KMD
- Lack of a plan
- Loss of churches
- High cost of education
- Lack of available properties to build on – housing
- Slow growth of tax base
- Sidewalks, crosswalks, bike paths need improvement, pedestrian activities,
- Rising municipal costs
- Perception of location
- Town motto
- Restricted access to other lakes
- Lack of water and sewer on KMD*****
- Loss of expertise in the area – how do we do a knowledge transfer?
- Size constraints of downtown

(3) ID'd Opportunities Included:

- Our lakes, natural resources
- Younger generation desire to work from home, raise a family, have land
- First Park, job creation
- Land area ripe for development
- Workforce development funds
- Residential growth
- Strong central geography
- Downtown opportunity
- Improvement of store front facades
- KMD in general
- Planned growth, more focused
- Gateways into town
- Comp plan
- Population Center – bedroom community to Waterville
- P3 – incubator spec building
- Collaborate w instead of compete
- Good Maine work ethic

(4) ID'd Threats Included:

- Conservative government
- Changing old mindsets about growth – government and community level
- Being overshadowed by growth of other communities

- Trafton Road exit – competition
- Lakefront property outpriced for locals
- Lack of trained people or perception of – brain drain
- Growing too fast, lack of planned growth could make area undesirable, lose small town feel
- Location – end of the road (Maine)
- Decline of lake water quality – environmental impacts
- Further decline of economic opportunity in Oakland
- Aging tax base, younger population a threat
- Drugs

Group decided to prioritize each group and rank at next meeting.

Group thought it was a great exercise -

Meeting adjourned 5:50pm

Next meeting will analysis data collected tonight.

Respectfully submitted,

Kelly Smith