



## Falmouth Economic Improvement Committee

**Wednesday, January 22, 2014**  
**Minutes**

**Attendance:**

Name	Present	Name	Present	Name	Present
Ann Armstrong	√	Phil Bixby	√	Janice DeLima	-
William Lunt III	-	Anne Theriault	√	Sandra Lipsey	√

**Council Liaison:** Councilor Anderson-  
**Staff present:** Theo Holtwijk, Nathan Poore  
**Others present:** -

The meeting was started around 3:55 PM.

### **1. Review of 2013 Shop Falmouth**

Theo handed out copies of survey responses of participants (21) and non-participants (4) of 2013 Shop Falmouth. The committee was encouraged about the number of respondents. Phil stated that the event seems to be more positively received this year than last and that the survey generated more suggestions for next year. He wondered if the Town property at the corner of Route 1 and Depot Road could be made more visible during that event. Nathan replied that the Town's intent is to spruce that corner up.

Ann A. felt that more concrete goals for business activity generated by Shop Falmouth should be set. She also commented that some businesses felt that no discounts should be requested during this event as that does not help businesses. It was stated that no specific request was made of businesses and that each business could do what it wished to do to participate. Ann A. also noted that The Forecaster carried a full-page Freeport ad at the time of the Falmouth event. It was recognized that concurrence of competing events in December was hard to avoid.

Nathan mentioned that if a Falmouth Business Association was created, he expected that that organization would take over the primary responsibility of organizing and improving the event. It was noted that there were nine people in the survey who agreed to help organize 2014 Shop Falmouth.

Phil asked what the construction status is expected to be in December 2014. Nathan replied that it could be 80% complete at that time. Sandra stated that the incompleteness of the construction meant there had to be a 2014 Shop Falmouth event. The percent completeness did not matter, she felt. Nathan stated that he expected to know more details this April.

Anne T. felt that the event should focus on a single day and have more punch. She wondered if the survey results would be distributed to the Shop Falmouth committee. She will provide contact information to the Town. Nathan stated that the Town's focus right now is not on 2014 Shop Falmouth, but on the feasibility process for a business association. Such an organization could help build the energy that is needed for the event. He stated that Shop Falmouth committee members will definitely be invited to participate in the association feasibility process.

Phil asked if it was true that Route 100 businesses were not that into Shop Falmouth. Sandra replied that many businesses throughout the community had no idea that Shop Falmouth was happening and how to participate in it. She felt that no comprehensive message had gone out and that it was unclear if particular areas had a greater or lesser interest.

## **2. Status of Economic Development Projects**

Theo handed out a spreadsheet that listed 19 economic development projects and comment line what next step on each project was. He quickly reviewed the list and updated the written notes.

It was asked if the Town has a Facebook page. Nathan replied that it did not and explained the various issues associated with Facebook.

Ann A. asked if the Business Association Feasibility Forum would be held in February. Anne T. stated that it was important to have good attendance for that. Nathan stated that he felt that late March may be more realistic. He suggested that Theo prepare a logistics outline for the committee's next meeting. He also stated that the CDC will review the proposed process this Monday and that he would brief the Council of it as well.

Sandra asked if the marketing component of Route One was included on the list. This item is included with #4 "Route One Communications Campaign." Sandra suggested that the committee discuss this item at its next meeting. It was explained that since the committee had discussed, it had not yet been brought to the CDC as it had not yet met. This will occur this Monday. Nathan stated that that was important as Town funding will be required to conduct a Route One Communications Campaign.

## **3. Other Business**

- a. Anne T. suggested that a small retailer was needed to fill out the committee membership.
- b. Ann A. asked what outreach the Town is doing to new businesses. Nathan replied that the Town does not always know about a new business and it depends often on word of mouth or committee referrals. He reminded the committee purchased a large set of ceremonial scissors that it will make available for ribbon-cutting events.
- c. A brief update on the natural gas project was also provided.

#### **4. Next Meeting**

The FEIC will meet next on February 5, 2014.

The committee adjourned at 4:53 PM.

Draft minutes prepared by Theo Holtwijk, January 24, 2014