



Falmouth Economic Improvement Committee

Wednesday, March 12, 2014

Attendance:

| <i>Name</i> | <i>Present</i> | <i>Name</i> | <i>Present</i> | <i>Name</i> | <i>Present</i> |
|------------------|----------------|----------------|----------------|---------------|----------------|
| 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 3:05 PM.

1. Review of Draft Minutes of January 8 and 22, and February 19, 2013

This item was deferred as there was no quorum.

2. Falmouth Economic Development Plan Approach

Theo prepared a draft approach outline. He explained the colored highlights. The committee reviewed each component.

Purpose: The committee was OK with this. Theo mentioned 5-10 year suggestion by Ann A.

Task Force: The committee discussed if this should be an expanded FEIC or a new ad hoc group that could include FEIC members. In the latter case, the work of the FEIC could be suspended for the duration. Russ suggested the latter option so as to allow for a fresh view on how the Town can best organize itself for economic development. Falmouth has a Town-appointed committee. Scarborough, for example, has a non-profit corporation. The committee discussed what a good assignment the economic development plan is, the commitment that is needed from members to participate in the process, and the other constituencies and skillsets that could be tapped into with the latter option. Sandra suggested that the missing FEIC members be polled on this issue, so the group can move forward with a consensus. Phone calls will be made to each missing member.

Education: The committee was OK with this section.

Outreach: Phil was not sure if focus groups with a town the size of Falmouth made sense. Sandra thought so, but suggested that rather do them by industry sector, have them by already organized groups or committees, such Route 1 and selected Town committees. Russ felt it was

important that the outreach is done early in the process and be inclusive. He liked giving people options on how to participate as they may have individual preferences.

Contents: The committee discussed implementation and oversight responsibility for the plan as a whole and each action.

Topics: Phil felt that the range of topics should be broad and that Route 1 should be added and have its own section. Sandra suggested adding a section on transportation and mobility within Falmouth and to and from Falmouth. That could include parking, traffic, sidewalks and bicycle transportation. Russ thought that the range of possible topics was too broad. He wondered why green development and education/workforce development were on the list. He suggested focusing on business attraction and retention and business friendliness. Janice felt that the vision needed to come first, and that that would inform what topics would result. Sandra felt that starting out with longer list was good as it gave the committee a chance to discuss issues. Not all of them might in the end be included in the plan. Russ also felt that affordability for a business to conduct its business was important and that the plan needed focus. Sandra agreed with the business friendly aspect and cited as an example the way in which, and ease with which, businesses in the community communicate with each other.

Process: The committee was OK with that section. Theo will add a timeline to that. The committee agreed that a plan could and should be completed with 12 months of committee appointment by the Council.

Theo handed out a copy of an [economic development action plan for the region](#) by Mobilize Maine and suggested that the committee become familiar with it. He handed out a prospectus from GPEDC for a “Five Year Plan for Economic Development in Greater Portland.” And he gave a reference to the Maine Development Foundation’s [Measures of Growth report](#), which list 27 performance measures. He suggested that some of these may potentially be applicable to the local level, and that the report would give a good insight how Maine has been doing in these arenas.

Theo will update the draft approach and add some narrative to it. This draft will be discussed further on 3/19 and finalize on 4/2, so it can be reviewed by the Council on 4/16.

3. Open Space Support Letter

Bob Shafto requested a letter of support from the committee regarding an open space land acquisition grant he is seeking on behalf of the Town. The committee reviewed the letter and even though there was no quorum agreed to “support” the draft statement as there is no opportunity for another FEIC meeting before the grant deadline. Theo will adjust the language accordingly and Phil’s name as vice chair will go on the bottom. All agreed with that approach.

4. Next Meeting

The FEIC will meet next on March 19, 2014 at 3:45 PM.

The committee adjourned at 4:45 PM.

Draft minutes prepared by Theo Holtwijk, March 14, 2014