

**Falmouth Economic Improvement Committee**

**Wednesday, July 30 2014**

**Attendance:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| *Name* | *Present* | *Name* | *Present* | *Name* | *Present* |
| Sandra Lipsey | √ | Phil Bixby | √ | Janice DeLima | √ |
| William Lunt III | √ | Anne Theriault | √ | Dimitri Balatsos | √ |
| Pam Dipietro-Hale | √ |  |  |  |  |

**Council Liaison:** Charlie McBrady

**Staff present:**  Nathan Poore, Theo Holtwijk

**Others present:** Chuck Lawton, Milan , Jim Damicis, Catherine Renault, Rachel Selky

The meeting was called to order at 2:45 PM.

1. **Review of Draft Minutes of July 16, 2014**

The draft minutes of the July 16, 2014 meeting were unanimously approved as written.

1. **Economic Development Plan Consultant Interviews**

The committee conducted three 45-minute interviews with the following firms: Planning Decisions, Camoin Associates, and Entreworks. The last interview was held via phone.

Each consultant was asked to answer the following questions (which had been provided ahead of time):

PROJECT DESIGN

1. Please tell us what you consider to be the key ingredients in the design of an Economic Development Plan that can be reasonably expected to be implemented?
2. Falmouth consists of multiple business service areas, including, but not limited to, Route One North and South, Route 100, and small businesses dispersed throughout the community. How would you propose to develop a plan to address this situation as opposed to a plan that considers one geographic area, such as a typical “Main Street” or industrial/commercial park?
3. For Planning Decisions only: Why did you specifically call out “economic gardening” as a technique for Falmouth? Why did you make that recommendation so soon?

DATA ANALYSIS

1. Please tell us how important data gathering and analysis is in the development of an economic development plan? What type(s) of data is absolutely necessary to have and why? What type(s) of data could the Town potentially leave out?

OUTREACH

1. Have you used social media marketing techniques in developing plans for other communities? If so, in what manner? With what level of success?

IMPLEMENTATION

1. Please give us a sense to what extent the Economic Development Plans (EDP’s) that you have prepared for local communities have been implemented?
2. Have there been any hurdles to implementing any of the plans that you developed? If so, what were those hurdles? Were they resolved? If so, how? Could they perhaps have been avoided?
3. Do you typically stay engaged with the communities after the plans that you worked have been completed? If so, in what manner? For example, do you check in with the communities one year later and offer guidance depending on the progress report specifics? If so, do you typically charge for such a follow-up or check-in with your past clients?

FALMOUTH

1. What do you know about Falmouth? How would you characterize this community? What do you consider Falmouth’s distinct features that differentiate this town from its neighbors?

The committee asked some other questions as well and the consultants were given an opportunity to ask questions of the Town.

Upon conclusion of the interviews, the committee discussed its impressions of each consultant.

Upon considerable discussion, the committee voted unanimously to recommend to the Town Manager that the Town contract with Camoin Associates for this project.

As the next step, Theo will conduct reference checks of Camoin and report back to the Town Manager.

1. **Next meeting**

The next meeting will be August 6 at 3:45 PM.

The meeting was adjourned around 7:30 PM.

Draft minutes prepared by Theo Holtwijk, August 1, 2014