

**Falmouth Economic Improvement Committee**

**Wednesday, September 17, 2014 Minutes**

**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:** -

**Staff present:**  Theo Holtwijk

**Others present:** -

Janice DeLima called the meeting to order at 3:52 PM.

1. **Review of Draft Minutes of August 20 and September 3, 2014**

The committee approved the draft minutes of August 20 and September 3, 2014 meetings unanimously as written..

1. **Update on Economic Development Strategy**

Theo reported on his conference call with Rachel Selsky. Camoin’s review of Falmouth documents is under way. Falmouth data analysis will be compared to Greater Portland, Cumberland County, Maine, and the nation. The protocol for the interviews will be submitted prior to the next meeting. Several questions regarding Falmouth’s documents were addressed. They pertained to the business visitation program, the Council’s current Work Plan, the involvement with the Falmouth Shopping Center, the status of the Falmouth Business Association and Shop Falmouth, and the background to the mobile food vendor issue.

Theo shared the responses from 4 of the 7 FEIC members to the 3 questions that Camoin posed, and requested that the others submit their perspectives as soon as possible as that would greatly help Camoin with its work.

Camoin is slated to do interviews in second half of November. Theo reviewed the draft list of all suggested names and the yellow highlights which Nathan and he had selected. He reviewed each of them and also the ones which did not make the cut. He asked for committee feedback on the list.

Committee member comments were as follows:

* Janice felt that it was list of established businesses, but that start-ups and home businesses were not represented. Dimitri agreed and felt these businesses should be asked what got them to Falmouth and what was preventing them from growing their business.
* Dimitri thought that some newcomers in financial sector would be good to add, such as Back Cove Financial.
* It was noted that the Mercy clinic had left Clearwater Drive and it would be good to find out why.
* Dow was suggested. There are various Dow brothers in the community.
* Holly Malloy was suggested (instead of Ben Devine) to represent Falmouth Plaza as a balance to the Falmouth Shopping Center.
* Dan Thurston, president of Peoples United bank, was suggested and is Falmouth resident.
* A not for profit such as Maine Cancer Foundation was suggested.
* Joe Boulos was suggested.
* Nathan Bateman was suggested. He could also speak to Clearwater Drive and is Falmouth resident.
* Dick Woodbury was suggested
* The committee agreed to drop David Banks from the list as he was a residential broker.
* There was a discussion if one former councilor was sufficient, or if two (Libby and Payne) were needed. The case was made to keep both.
* A small retailer such as Spoil Me or Sashay’s was suggested.
* Marcia Feller of Couleur Collection was suggested.

The committee recognized that the original list already exceeded 20, and that some people may not be able to do it and that there could be two tiers of names. Theo will take all the suggestions to the Town manager and will develop a final list. There are many excellent names on the list and Falmouth is fortunate to have such a wealth to choose from.

1. **Falmouth Business Association Update**

Theo handed out the letter that had been distributed through the Town’s business contact list. Some people had written back and showed interest. Theo said he hoped all FEIC members could attend. No RSVP was required. Theo stated that he would meet next week with the organizers to finalize the last details. It was asked if there would be a program for the event. Theo said yes, but that there would be no guest speaker, but that he was asked to facilitate a portion of the event. It was asked if attendees contact information would be recorded and those who expressed an interest to help get an organization off the ground. Theo said yes. It was suggested to hold a drawing with a give-away prize. Theo said that that had not yet come up by the organizers. He will pass it on to the organizers.

1. **Shop Falmouth Update**

Theo passed around a letter that had been distributed to the Town’s business contact list. He had reviewed a draft of the letter with Sandra and Bill. The letter has also been posted on the Town’s website. The committee liked the letter as written.

Theo also showed a 1-page “slate” that has been showing in the Town’s announcements. He was considering using this slate for an ad in the Forecaster. The committee suggested adding “Third Annual” to the ad, revising “Any Falmouth business…” with “All Falmouth businesses, and listig the specific link to the Shop Falmouth letter. Theo replied that he could make the requested edits, but that the direct link would be too long to list. He will see if the event can be added to the Town’s events calendar, and if it can be sent out to News subscribers, so it gets more prominence and people do not have to hunt to find it on the website.

Sandra reported that the Falmouth-Cumberland Community Chamber had reviewed the event in depth, was very supportive of it, and is going to inform its members of it. The 2014 event will on purpose be modest as Route 1 construction is still in process, with the hope that the 2015 event can be larger. Anne reviewed the poster that had been used in the first year and showed two types of sign styles that she uses in her real estate business. These signs would be more expensive, not require any stapling. There was a discussion about the poster and sign and Theo suggested that the specific logistics be further discussed at the next meeting, and that, in the meantime, he would brief the Town Manager of the committee’s suggestions.

1. **Other Business**

The committee agreed to hold a special 4-hour meeting with Camoin on Wednesday December 17, 2014 to review the progress on the Economic Development Strategy.

Anne reported on the tour the Route 100 committee did of the Route 100 area and the various sites that had been reviewed. She thought it was a very worthwhile tour. Theo added that the Route 100 committee had since met to review a request for Proposals for consulting assistance. He expected the RFP to be finalized soon and the goal was to have a consultant on board this fall.

1. **Next Meeting**

The committee agreed to meet next on October 1, 2014.

The committee adjourned at 4:55 PM.

Draft minutes prepared by Theo Holtwijk, September 18, 2014