



Falmouth Economic Improvement Committee

Wednesday, October 15, 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	-	Chris Wasileski	√	Luc Walker	-

Council Liaison: Charlie McBrady
Staff present: Theo Holtwijk
Others present: Randy Payson, Niki Morton

Phil called the meeting to order at 3:34 PM.

1. Review of Draft Minutes of October 1, 2014

The committee approved the draft minutes of October 1, 2014 meeting unanimously as written.

2. Update on Economic Development Strategy

Theo stated that the background data analysis by Camoin was on track and that he expected some draft materials in November. At this time 16 of the 20 business interviews have been scheduled. They will occur before Thanksgiving. Almost all FEIC+ members have responded to the 3 initial feedback questions by Camoin. Theo handed out an updated feedback chart.

Theo also passed around an updated form on the proposed cable TV series. He said he talked with Mike McDade about recording the series and that having one guest and two interviewers seemed to be the ideal number for any one program. Dimitri wondered if the series would get attention as the election coverage tackled similar issues of job growth. Theo responded that the series may start in November, but would run for the duration of the project, which is scheduled to be concluded in spring 2015. Janice felt that the series would be a good context-setting tool. She suggested that one of the topics could be focused on neighboring communities, specifically the food hub that Portland is becoming. Sandra felt that the TV series was important to help build community support for the plan, so it would be easier to get the strategy accepted by the Council. Theo will work with Sandra to realize the series and invited any other committee member to join in and/or provided additional suggestions.

3. Falmouth Business Association Update

Theo stated that he had not heard from Barbra Esposito what the latest activities and/or thinking was on forming an association. Sandra suggested that the committee request Barbra to come in at a future committee meeting, say towards the end of November, to provide an update. Niki stated that the effort is being led by Barbra and Chris Peterson, and that there appeared to be a good amount of interest in forming an association. Anne felt that the Town needed to clarify its relationship with the new organization. Theo felt that the organizers should be first given an opportunity to figure out what kind of organization they want to form, that the Town had been very supportive of the effort, and that, once more details are known, the optimum relationship could be determined. An update by Barbra to committee when the time is right seemed to him the best way to proceed. Chris stated that it first should to be flushed out what the business association is going to be. Janice offered to contact Barbra to relay the committee's interest to learn more about this initiative.

4. Shop Falmouth Update

Theo stated that last month he had e-mailed Bill's letter on Shop Falmouth to the Falmouth business list. He had followed that up with another message to the participants of prior years. An ad was also placed in last week's Forecaster. This has resulted in some businesses reporting to him that they will participate in the 2014 event. Theo handed out a draft list that he will add to. This list will be posted on the Town's website. Anne requested that the Town place additional ads in the Forecaster. Theo said that he will discuss that with the Town Manager as to how much money the Town wants to spend on ads.

Niki stated that Bangor Savings would like to participate this year as well and that the Falmouth-Cumberland Community Chamber is very supportive of this event and would like to help to promote it. Theo said that he would send Niki a message on it that could be forwarded to the Chamber's membership if deemed appropriate. He also stated that in November the Town is planning to produce and place signs promoting the event, but that those logistics have not yet been worked out.

5. Route 100 Update

Theo reported that the Route 100 Committee has been busy on two parallel tracks. The first one is a Request for Proposals for consultant assistance with the project. The Town held a mandatory pre-bid meeting which was attended by ten firms. Deadline for submission of proposals is October 22. The second track is the three-pronged community outreach that the committee is conducting. The three aspects are: (1) one on one neighborhood conversations by individual committee members, (2) a community forum in Town Hall on November 12, and (3) an on-line survey. Theo handed out the letter of invitation for the 11/12 event. This outreach effort is intended

to provide the committee with a focus on where to spend its time and energy over the next several months.

6. Other Business

Theo mentioned that the 10/9 meeting that was organized by CDC and LPAC to discuss the implementation of the Comprehensive Plan was well attended and resulted in a good discussion. Both Sandra and Charlie participated in that event. The next outreach event that will be held by CDC-LPAC is with the real estate development community on November 13. Sandra commented that collecting the opinion of the public is important and always interesting.

Nike invited the committee to attend a Candidates Forum in Town Hall on October 21 at 7:00 PM that the Falmouth-Cumberland Community Chamber has been organizing.

7. Next Meeting

The committee agreed to meet next on November 5, 2014 at 3:30 PM.

The committee adjourned at 4:40 PM.

Draft minutes prepared by Theo Holtwijk, October 17, 2014