



Falmouth Economic Improvement Committee

Wednesday, October 21, 2015 Minutes

Attendance:

Name	Present	Name	Present	Name	Present
Sandra Lipsey	-	Anne Theriault	-	Janice DeLima	√
William Lunt III	√	Chris Wasileski	√	Dimitri Balatsos	√
Pam DiPietro-Hale	√	Luc Walker	-		

Council Liaison: -

Staff present: Nathan Poore, Theo Holtwijk

Others present: -

The meeting was started around 3:38 PM.

1. Discuss ED 2 and 4: Site Plan Review Permit System Survey

Theo reviewed the list of site plan applications that he had prepared and the survey questions that were asked in 2011. The FEIC's homework assignment was to submit draft survey questions, but no questions had been received. Theo felt that was OK and that perhaps the 2011 questions were a good start. The FEIC agreed.

Bill wondered why no subdivisions were listed. Theo replied that the focus had been on commercial development and not residential development, with one exception: OceanView at Falmouth, as that was a retirement institution. Dimitri suggested only looking at substantial projects and not review sign projects. Janice disagreed and felt that it was useful to include sign applications. She wondered if any projects had been rejected or did not get completed. The committee discussed possible businesses to survey. It was recognized that permit applications were not the only touch point for business owners with the Town. Some businesses get virtual's permits from the Town Clerk and building inspections are also common.

Dimitri suggested that information should be gathered when the site applications had been filed, when they were completed, what the turnaround time for them was, and where applicants should go to get information. Chris said that applicants go to the Town's website to get information. He felt that the Planning Board should meet more often than once per month as a tabling of an application adds a one month delay to a project. Pam noted that the list indicated that there were not many agenda items for the Planning Board to review. She wondered what flexibility might exist to meet more frequently if that is needed. Chris noted that Town staff (Ethan) was easy to meet with.

Theo suggested not trying to provide the survey answers at the meeting, but instead develop the survey so the questions could be asked of the businesses: who would be surveyed, what questions would be asked, and how would the survey be conducted? The committee wondered if businesses would be willing to come in and who would do the interviewing. Janice said that the FEIC should do the interviewing. Nathan suggested that liquor licenses also be reviewed and that businesses get polled regarding their interaction with the Executive Assistant (Melissa Tryon). Bill felt that any invitation should be done on behalf of the FEIC. The committee mentioned that next the format of the interviews should be determined, specific dates should be set, and whether or not committee members should be assigned to talk with specific companies.

2. Discuss ED Action Plan Performance Metrics

The committee had a homework assignment to make suggestions for edits to the current metrics. Janice and Dimitri had submitted some edits which Theo handed out.

Dimitri suggested that the discussion should be focused on the current FEIC assignment action 2 and 4. Janice explained that the purpose of the metrics was to keep track of what is going on. Dimitri wondered if the FEIC could coordinate with the other committees that had been assigned tasks. Pam wondered how the FEIC would know how the other committees were doing. Nathan suggested that it was easy to let the other committees know the interest of the FEIC in learning how they were doing and felt that the focus should be on the FEIC and staff actions.

Dimitri said that implementing the economic plan is a big job and that it may take time before any benefits are to be seen. He suggested developing a timeline for three specific projects. Pam wondered if the other committees should be directed to use the metrics. Theo said that suggesting that they do so may be the preferred approach.

Nathan reviewed the metrics of several actions. He gave an update on action 20 (Turnpike – Route 1 ramps) and said an agreement with the State was in the works and that various development options may result. He said that no metrics should be developed for that, but that the FEIC should pay attention to it. On action 16 (CIP) Nathan said that work on that would be done this year and that he expected the CIP to become integrated and refer to the Growth Area, where applicable. On action 34 (grants) Nathan suggested setting a target of a certain amount of funding secured. On action 8 (business visitation), Nathan suggested that 20 visits was too many in one year.

3. Review of Draft Minutes of September 16, 2015 Meeting

The draft minutes of the September 16, 2015 meeting were unanimously approved as written.

4. Shop Falmouth 2015 Update

Nathan explained that time had gotten away for the Town to organize a Route 1 celebration when the construction was completed. But, instead, the Town and the Chamber were organizing, with some hired help by Words at Work, an expanded Shop Falmouth 2015 on December 5. This event builds on the theme of “Find it in Falmouth.” Others are being invited to join in. He anticipated this would be a \$16K event. He handed out a list of upcoming events for December 5 and said that businesses are starting to buy in to this promotion.

Nathan also mentioned that he is working with Pandora LaCasse on holiday lighting for Route 1 and that banners should be up on light poles soon. In addition there will be a large banner across Route 1 announcing Shop Falmouth. The committee was pleased to hear of all this activity.

5. Other Business

FEIC membership: Janice wondered what the result of the outreach to the other FEIC members had been. Bill said that he had not yet gotten to that assignment. The FEIC agreed that all members should be sent an e-mail asking if they had interest to stay on the FEIC or not. That way no one would be singled out for their attendance record. Bill said he would do that.

Route 1 North Committee: Theo handed out the newly approved charge of the Route 1 North committee and suggested that the FEIC encourage any interested business people to apply to serve on the committee. Chris mentioned that he would be interested to serve as the FEIC's representative on the committee as he lived in the area. The FEIC thought that was a great idea. The suggestion was made to inform all Route 1 north area business owners of the opportunity. Theo will work on that.

Wendy's: Nathan reported that Wendy's did not renew its lease on Route 1. Apparently the company experienced declining sales since the nearby movie theater closed.

6. Next Meeting

Next meeting will be November 18 at 3:30 PM.

The committee adjourned at 4:45 PM.

Draft minutes prepared by Theo Holtwijk, September 21, 2015