



## Falmouth Economic Improvement Committee

### Wednesday, January 20, 2016 Minutes

#### Attendance:

Name	Present	Name	Present	Name	Present
Sandra Lipsey	-	Dimitri Balatsos	√	Pam DiPietro-Hale	√
William Lunt III	√	Chris Wasileski	√		

#### Council Liaison:

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#### Staff present:

Nathan Poore, Theo Holtwijk

#### Others present:

Erin Cadigan, Mayer Fistal

The meeting was started at 4:00 PM.

#### 1. Falmouth Tercentennial

Committee members and guests introduced themselves. Erin stated she was helping with the Falmouth Tercentennial, which would have many events. She sought input from FEIC as a stakeholder group in advance of a meeting to be held on 2/29. She hoped the FEIC could help to connect to the business community. She cited the goals for the celebration which included economic impact. The Tercentennial will also make people aware of the community's history and where it is going. Erin envisioned that the Tercentennial would also raise funds for legacy or preservation projects that would be long-lasting, projects that would raise the quality of life and community spirit in Falmouth, and strengthen relationships.

Committee members offered some thoughts and referred to the Economic Development Strategy. Erin felt that strategy had shared goals with the Tercentennial. It was asked if churches would be involved. Erin said yes. Bill said that at the 250 celebration churches were involved that it was history-based. He thought that there still would photos available of those events. Various organizations and people were suggested to connect with. Theo wondered if the committee had any business suggestions. Chris felt that sponsorship levels should be set as value can be created for a business through the visibility that advertising would bring. He suggested connecting with the marketing/HR directors at places such as Tyler and TD Bank. Bill added the names of several multi-generational businesses.

Mayer wondered if new businesses would move to Falmouth because of the Tercentennial exposure. Nathan felt that could be a possibility. A sponsor-for-a-day was suggested. Erin stated she envisioned 4 or 5 signature events as well as additional events organized by others. It was asked if the committee had any seed money. Nathan said that a business plan was being prepared this spring, which may also include expense for video documentary production. Erin said that a commemorative book and artist involvement was also possible.

Involving the school band was an idea as well as merchandizing, having an active website and using the cable TV channel. Including a summer maritime element was also mentioned, as well as involving the Cooperative Extension of U. Maine.

Erin handed out a form for the committee to complete with suggestions for follow-up contacts. She asked what the sponsorship levels could be. Chris said that depended on the budget, goals, and seed money needed and could range widely. Nathan said the project budget could be \$250K. The Yarmouth Clam Festival was mentioned as an example with sponsored program elements. Nathan said that balanced approach would be the goal, shaped by the input that was obtained. Erin and Mayer thanked the committee.

## **2. Turnpike Spur Call for Offer**

Theo distributed the Press Release for the project. Nathan gave a brief overview of the history and status of the Turnpike Spur Ramp project. He said that a public forum will be held, but that he had heard no negative comment. He said the effort seems to have no national equal where a highway is dismantled and surplus property is created. The Call for Offer puts it now in the hands of developers. Chris felt that key was to have an open-ended process. Nathan answered questions as to what the required infrastructure work entailed, how the appraisal played into it, how the project related to the Falmouth Shopping Center, and what the expectations of the Town were. The selection process was also discussed. Nathan expected to meet with the top-ranked developers and expected that negotiation would be part of it. He said the vision for Route 1 could be extended and a TIF could also be part of it. All proposals would be compared and at some point released to the public.

Nathan explained that this process was similar to the one used for the Plummer-Motz-Lunt school complex. He cited that the risk is that no proposals would be received. Possible uses were discussed as well as what the new intersection would consist of. The schedule was reviewed and Nathan commented that this was being marketed nationally.

## **3. Permit Survey**

The distributed the updated materials. Nathan reviewed the edits that had been made to the letter and the survey. He suggested that any face-to-face meetings could be handled through the business visitations that he and Theo planned to do. He suggested asking the Planning Board and Board of Zoning Appeals for its input as well as a professional courtesy. There was a discussion if these boards should fill out the survey as well. It was agreed that this survey was intended for applicants. Nathan stated that many issues are known such as the ones on signage and having to improve an entire site if only a change is made to a portion of it. He also stated that minor site review could be expanded and that some issues remained as to attitude.

## **4. Next Meeting**

Next meeting will be February 10 at 3:30 PM.

The committee adjourned at 4:52 PM.

Draft minutes prepared by Theo Holtwijk, February 8, 2016