



Falmouth Economic Improvement Committee

Meeting Minutes
Wednesday, September 20, 2017

William Lunt III <i>Chair</i>	✓	Sandra Lipsey	-	Andrea Ferrante <i>Council Liaison</i>	✓
Dimitri Balatsos	✓	Mindy Schwartz	✓	Nathan Poore <i>Staff</i>	✓
Pam DiPietro-Hale	✓	Chris Wasileski	-	Theo Holtwijk <i>Staff</i>	✓
Ethan Gamage	✓			Andrew Clark <i>Staff</i>	✓

The meeting was called to order at 4:31 pm.

1. Review of Draft Minutes from the August 16, 2017 Meeting

The draft minutes of the August 16 meeting were approved as written.

2. Revisions to the Committee Charge

Theo introduced several changes to the committee's charge that Andrea had proposed:

- Changing the name of the committee;
- Adjusting the goals of the committee; and
- Specifying that the committee annually elect a Chair and Vice Chair.

The proposed new name for the committee was the "Business Development Committee". Dimitri felt that "Falmouth" should be added to the name. Pam felt that "business" might be too narrow. Bill said that the economic component of the committee's work was important. Nathan noted that the 2015 economic development strategy addressed more than just business, and addressed stimulators of economic development. He added that a natural name for the committee - "Falmouth Economic Development Committee" - had been in use by another group at the time of the committee's creation. The group agreed to continue with its current name.

The group discussed changes to the committee's goals. Pam suggested striking goal #1, saying that the committee might want to propose policy changes that would promote economic development. Mindy suggested preserving the concepts contained in goals #2 and #3, and fold them into goal #4. The committee agreed to strike goal #5. Nathan noted that goal #7 is done by staff. The committee agreed to add Andrea's goal #3. Theo will produce a version showing these revisions.

3. Falmouth Business Forum

Theo had heard from Steve Woods, who had said that he would be happy to speak at the business forum. Chris had relayed to Theo that Ocean View would be willing to offer the Plummer School gymnasium as a venue. The new space will be ready by October. Mindy hoped for a magnetic venue, suggesting the country clubs or Dockside Grill. The group agreed to focus for now on the Portland Country Club or Dockside Grill and aim for a mid-November or January week night event.

4. Very Merry Falmouth

Andrew had drafted a letter on behalf of the committee to be sent to the business community. The letter invites businesses to participate in a coupon booklet that will be distributed to all Very Merry Falmouth attendees. The committee was supportive of getting involved. Andrew will work on fleshing out the details, mailing the letter out, and following up in-person to get commitments from local businesses.

5. Temporary Signs

The Community Development Committee requested input from the FEIC regarding to rules regulating temporary signs. Nathan reported that, in response to a recent Supreme Court decision, it is now unlawful to regulate a sign's content. The Town can, however, regulate size, spacing, frequency, etc. He said a particular challenge will be dealing with signs in the public right-of-way. The committee discussed the issue and felt that temporary signs should be allowed only on private property. Theo advised the committee, before the next meeting, to think about the issue of temporary signs, observe where they are currently placed and what they are, and also to reach out to businesses for their input as to what their needs are for temporary signs. This discussion will continue at the next meeting.

6. Council Workplan Assignment

The Council Workplan directs the committee to develop and prioritize its own Workplan. Theo asked that the committee members evaluate and prioritize items from the 2015 economic development strategy action item matrix, and submit their thoughts to him before the next meeting, so he could collate them for a follow-up discussion.

7. Next Meeting

The next meeting is scheduled for October 18 at 4:30 pm.

The meeting was adjourned at 5:44 pm.

Draft minutes prepared by Andrew Clark on September 26, 2017.