



Falmouth Economic Improvement Committee

Meeting Minutes Wednesday, January 30, 2019

Pamela DiPietro-Hale <i>Chair</i>	✓	William Lunt III	✓	Andrea Ferrante <i>Council Liaison</i>	-
Chris Wasileski <i>Vice Chair</i>	✓	Edward Pierce	✓ (partially, via phone)	Nathan Poore <i>Staff</i>	-
Brian Bakke	✓	Mindy Schwartz	✓	Theo Holtwijk <i>Staff</i>	✓
Paul Bergkamp	-			Meredith Sells <i>Staff</i>	✓

The meeting was called to order at 4:30 pm. Paul Bergkamp has replaced Sandra Lipsey as the LPAC Liaison to the FEIC.

1. Review of Draft Minutes

The draft minutes of the December 19, 2018 meeting were approved as written.

2. Upcoming Business Forums

Meredith and Theo provided three handouts for the STEM Business Forum. The first was the final invitation with details of the event, and the second was a flier of STEM efforts in Falmouth Schools. Meredith noted that she and Theo were referencing these handouts in their outreach to businesses. The third handout was a list of Falmouth businesses that Meredith and Theo had identified as having a potential STEM connection. Meredith and Theo have initially contacted each of these businesses, and had seen more success with businesses that listed individual contacts, or Theo had an existing relationship with. Meredith noted that this was not meant to be an exhaustive list, and added that other businesses in the Greater Portland area were welcome as well. Theo added that Meredith had reached out to the Forecaster to do an article, and the Forecaster would do an announcement. Meredith and Theo asked that each of the committee members distribute a few invitations to their personal contacts, and continue outreach to any contact or business they know of who might benefit from this forum. Theo noted that RSVPs were not required, but were helpful for keeping a tally.

Theo added the forum could be the first step to possible business sponsorship of a STEM coordinator at the School department. Pam asked if there were any STEM coordinator positions that existed in other nearby school departments. Theo said that would be a question for the school department, who will be present at the forum. Pam commented that she liked the STEM logo Meredith had designed for the invitation.

Mindy suggested TD Bank, Maine Family Farms and Skillins as businesses to reach out to. Chris suggested a new dentist in the Falmouth area, Rob McVety, as well as someone from the American

Health Association, Maine Medical Partners, and a Falmouth resident, Dr. Tom Gearan. Theo commented that any business was welcome, but that it would be very helpful if the committee members could assist with outreach that they had connections with as this work is time-consuming for staff. Chris agreed the initial list of businesses Meredith and Theo had contacted was a good list.

Theo reviewed the format of the energy efficiency business forum which would be their 5th forum. The forum will be held at the Viridescent House at Tide Smart Global, with an introduction from Steve Woods, 2 case studies, and a presentation by Efficiency Maine. Pam asked if there was anything Theo or Kimberly needed the committee to do for this forum. Theo said that the committee should focus their efforts on outreach for the STEM forum at this time, but that Kimberly will develop an invitation that the committee can send to their contacts for this forum.

Mindy asked if she could provide ideas for upcoming forums. Pam agreed. Mindy suggested a forum about how the business environment would change with the new Governor and administration through policy or legislative changes. Mindy also suggested another forum for how new tax laws would impact businesses. Bill thought that it might be too early to ask the new administration to do a forum until it is up and running, because it could be too soon to tell any impacts on businesses. The committee agreed, and Brian added that the new administration was probably very busy during their first days in office. Theo suggested that the committee could reach out to Senator Breen or Representative Pierce, who had both expressed interest in FEIC efforts. In response to a question if there were any other forums planned after the energy efficiency forum, Theo answered that there were none. Theo reminded the committee that they had also discussed a potential series with the Falmouth Memorial Library of experts across sectors answering questions from local businesses. Pam asked all committee members to chime in with their interest or any ideas for future panel discussions.

3. Project Updates

Theo distributed Jay's memo on the Route 100 Construction Project and provided a project update. Tree clearing began on January 14. Theo expected that the Town would provide auto weekly updates on Route 100 as well as notifications on social media. Theo said the best help that FEIC members could give is to encourage anyone to sign up to automatically get the Route 100 construction updates, when that system is in place.

Theo distributed a Forecaster article from 1/29/19 that reviewed the Falmouth Center project discussion at the 1/28 Council Meeting. Theo noted that staff is awaiting Council direction on this project, and reminded committee members that they can watch a replay of past Council meeting through the Falmouth website.

Brian asked what the best way to provide comment was. Pam said she tells business owners to call their Councilors. Theo reviewed the different methods of providing feedback: speaking at a Council meeting with public comment, sending emails or letters to Councilors, or calling Councilors. Brian asked what the staff and Council are seeing from the support side. Chris felt there were many who would provide conditional support without the athletic fields. There was a discussion about challenges and benefits of the project. Bill felt there was an element of trust that needed to be filled by the developer. Chris wondered if the developer could possibly get other use groups that residents can get excited about and be able to disclose them. In response to Mindy's question if the design was complete, Theo responded that it was currently a concept plan. Pam felt that the committee would have to wait and see what direction the Council takes. Brian was surprised not to see more support from parents with kids who

played soccer. Brian noted the potential inflow of revenue that would come with parents travelling with their kids for soccer. Chris agreed with that benefit. Chris said it be great if there could be active recruiting by the developer to have coffee with people and answer any questions or concerns, and recruit for Council meetings. Mindy agreed, and noted it should be the developer that sells the idea and gets residents excited about it.

Theo gave a brief update that LPAC is meeting next on February 7th to continue work on the Growth and Density evaluation project. LPAC has been asked to give the Council an update at the 2/25 meeting.

Theo distributed the consultant's scope of work for the West Falmouth Crossing – Development Feasibility Analysis. Theo said that the Maine Turnpike Authority (MTA) would be financing a feasibility analysis that would explore opportunities for a park and ride facility, new bus stop, as well as any future infill development. The Town role in this effort is as facilitator. Town staff believes there are public opportunities at this site, and infill development would be a good as this location is already an activity center. Theo will keep committee updated when the public meeting is planned. Theo noted that the project had been well received so far with the commercial property owners. In response to Mindy's question about how much land is available for development, Theo answered that the amount will be determined during the consultant's review. Mindy felt a hotel is desperately needed in that area.

Theo distributed the GPCOG Contract for Services for the Proactive Watershed Protection project. The Town is working to facilitate a review of all the town's watersheds. The goal is for the Town to be proactive on any environmental impacts to the watersheds, and prevent expensive fixes. GPCOG will be the sponsor of the grant because Falmouth is considered to be a regional pilot leader in proactively taking an inventory of the water quality of Town watersheds. A consultant will be helping determine what metrics to use for the quality of the watershed, and how to best monitor and measure those benchmarks in the future. One of the outcomes of this project will be a strategic plan. Theo will keep the committee updated as the project progresses.

Mindy felt the strategic plan would be great to share with other municipalities. Theo noted that there would be collaboration between Towns throughout the project. Bill asked if the review was just for watersheds in commercial areas. Theo responded that the scope of this project included all watersheds townwide. Theo added that the technical analysis of watersheds would be translated to a high level picture to establish the strategic plan. Bill asked if the Town would be collecting data. Theo responded that the project would rely primarily on existing data, and any additional data to be collected by the Maine DEP on staff time. Bill commented that this could be a political issue if a stormwater fee was proposed as a result. Theo emphasized the goal of the project was to understand the nature of the watersheds, and identify any issues proactively. Theo noted that it can be surprising to realize how connected stormwater is in a watershed as shown in a recent analysis of Webb's Creek. That will be the case with other watersheds too. Bill felt this is an important and good idea for homeowners and the Town to understand. The committee agreed this project is a great idea. Chris added this project was also very important to understand environmental impacts of future development, and to determine a baseline database.

4. Next meeting

The next scheduled meeting is 2/6.

Pam stressed the importance of outreach and attendance for the STEM forum on 2/12, and the energy efficiency forum on 3/21.

The meeting was adjourned at 5:48 PM.

Draft minutes prepared by Meredith Sells, January 31, 2019