

# Falmouth Economic Improvement Committee

## Meeting Minutes Wednesday, May 15, 2019

Present:

Pamela DiPietro-Hale <i>Chair</i>	-	William Lunt III	-	Andrea Ferrante <i>Council Liaison</i>	✓
Chris Wasileski	✓	Edward Pierce	✓	Nathan Poore <i>Staff</i>	✓
Brian Bakke	✓	Mindy Schwartz	✓	Theo Holtwijk <i>Staff</i>	-
Paul Bergkamp	✓			Kimberly Darling <i>Staff</i>	✓

Others attending: Joe Graceffa and Jim Chaousis

### 1. Review Draft Minutes of April 17, 2019 Meeting

The draft minutes of the April 17, 2019 meeting were unanimously approved as written by those in attendance.

### 2. Discuss proposed Business Recycling Survey by the Recycling and Energy Advisory Committee (REAC)

Kimberly Darling, Falmouth's Energy and Sustainability Coordinator, would like for REAC to partner with the FEIC group on this business recycling survey. Mindy feels that this partnership for the survey would be a natural. The committee is wondering how this group can be helpful in terms of developing the survey as well as deploying the survey. Mindy volunteered giving her time to help with the west part of town.

Poore mentioned the Pine Tree/Casella "totter" program the Town and wondering how that program was left. Staff will follow up on this.

Jim Chaousis mentioned the Tier II mandatory reporting on hazardous waste and how that reporting system could be used to highlight businesses that are already required to do this. He also mentioned a sustainability advertising campaign and how there could be some sort of incentive, maybe a window sticker of sort to showcase sustainability in Falmouth businesses.

Staff discussed ecomaine's eco-excellence awards and how the information gathered from this survey could be used to highlight and nominate Falmouth businesses for that award.

Next steps will be for Kimberly to draft the survey and bring it back to the next FEIC meeting. The group felt it would be good to do a combination of an online survey as well as an in-person survey.

### **3. Discuss program, panel, date, and location for next FEIC Business Forum**

The objective of the next forum will be to showcase small businesses and their strategies, obstacles, opportunities, etc. in opening and running a small business in Falmouth. The group is hoping to invite representatives from GPCOG, FAME, SBA and any other resources the committee can think of. Some possible dates are for the weeks of June 17<sup>th</sup> or the 24<sup>th</sup>. Ferrante has reserved Lunt Auditorium for June 26<sup>th</sup>. However, Kimberly suggests possibly pushing the forum out the fall to get the event better organized and develop other business partnerships such as with the Chamber of Commerce.

The committee reaches consensus that the fall would be a better time to host this. The Land Trust's fall celebration is scheduled for September 19. This event could be marketed at that event, and held the following week, possibly Thursday, September 26<sup>th</sup>. Chris is going to follow up and see if the Lunt Auditorium is available for that date.

Some businesses mentioned from the group for possible panelists include: Lotus Family Practice, Little Hands Day Care, Rosemont, Arta, Rich's Exterior Solution, Dockside, Casco Bay Smiles, Peak Dental, Harris Golf at Falmouth Country Club, Dwellings

There are some concerns on how to entice people to come to the forum, and maybe having more time to work on it will help with this concern. The committee will work on drafting questions for the panel and will be reaching out to potential business owners for the panel etc. for the next meeting.

Jim Chaousis mentioned a website in Rockland from his previous experience working in that region that is intended for business start-ups etc. Staff will look into this.

Mindy wonders if the forum can also address small businesses currently in town and how we can help them. She also feels that we need to work on building community in Falmouth. Poore thinks this would be a potential opportunity to jumpstart the Business Association.

Andrea Ferrante feels that maybe we need to have a business forum title for the series; one example from other communities include "Business-2-Business".

Joe Graceffa wonders if there is a way to entice businesses to Falmouth and draw in certain types of businesses we may want in Falmouth.

Chris Wasileski made mention of the Route 1 North study and the different type of businesses discussed during that preliminary planning process. Made mention of transportation, bike lanes, underground power etc. Also mentioned traffic studies with the Route 1 North Community a bicycle study was done in conjunction.

Joe mentioned as a person who is interested in starting new business, it would be nice to understand how Falmouth is planned for future business. A good town/city to him involves a variety of restaurants and shops etc.

Nathan Poore mentioned that there is a barrier to attract more small businesses to Falmouth, as there currently is limited available space. He further mentioned that the Council is going to be doing some “vision” exercising for a new Comprehensive Plan within the next year or so, and this component will be included in that.

#### **4. Other Business**

The committee voted to recommend to the Council to expand the FEIC membership from 7 to 9 people.

#### **5. Next Meeting: June 5, 2019 4:30pm**

The meeting adjourned at 5:55pm.

Draft Minutes prepared by Kimberly Darling, May 16, 2019 rev 1