



# Falmouth Economic Improvement Committee

Wednesday, July 16, 2014

**Attendance:**

<i>Name</i>	<i>Present</i>	<i>Name</i>	<i>Present</i>	<i>Name</i>	<i>Present</i>
Sandra Lipsey	√	Phil Bixby	√	Janice DeLima	√
William Lunt III	√	Anne Theriault	-	Dimitri Balatsos	√
Pam Dipietro-Hale	√				

**Council Liaison:** Charlie McBrady

**Staff present:** Nathan Poore

**Others present:** -

**1. Review of Draft Minutes of July 2, 2014**

Sandra Lipsey moved and Dimitri Balatsos seconded to approve the draft minutes of July 2, 2014. The motion passed 4-0.

**2. Review of Economic Development Plan proposals**

a. Preliminary Review –

Four proposals were received by the RFP deadline. There was a discussion by all regarding the merits of each proposal. The conversation focused on the specific attributes of the proposals and how they matched the Town’s expectations listed in the RFP, including the approach, related work, local company, and other facets of the proposals.

b. Interview selection –

A consensus was reached that three companies should be interviewed on July 30. The Committee decided to interview Planning Decisions, Camoin and Entrenworks. The Committee felt comfortable with a telephone or Skype interview with Entrenworks to avoid travel expectations.

c. Interview process –

The Committee decided that interview questions could be developed today and that committee members could submit additional questions via e-mail after they receive a copy of the questions developed today. The committee also believed that many of the interview questions could also be used when conducting reference checks. They believed it was important to conduct checks

and would rely on Theo to contact references after the interviews. Bill Lunt is related to the Orono Town Manager and will be available to contact her regarding an economic development plan created by Planning Decisions for that community. The Committee agreed that reference checks should be addressed after the interviews.

It was agreed that the firms need to be concise with their initial introduction and responses to the questions to allow enough time for additional questions.

The Committee also discussed leaving sufficient time after the interviews on July 30 to consider or select a finalist.

d. Interview Questions -

The following questions were developed by the committee:

- What have been the hurdles to implementing the plans developed for other communities?
- Tell us how the Economic Development Plans (EDP) you prepared have been implemented in the communities you have served?
- How did you stay engaged with the communities after the EDP's were adopted? Did you check in with them one year later and did you offer guidance depending on the progress report specifics? Did you charge anything for this follow-up or check-in with your client?
- How do you design a plan that can be reasonable expected to be executed?
- Please tell us how and why data gathering and analysis is important in the development of a plan? What type(s) of data is absolutely necessary and why?
- There are multiple business service areas in Falmouth, including, but not limited to, Route One North and South, Route 100, and small businesses dispersed throughout the community. How will your assistance in developing an EDP address this situation as opposed to a plan that considers one geographic area, such as a typical "Main Street" or industrial/commercial park?
- For Planning Decisions only – Why did you specifically call out "economic gardening" as a technique for Falmouth and why did you make that recommendation so soon?

**3. Project priorities –**

Bill Lunt asked Committee members to think about this and be prepared to discuss it at future meetings.

#### **4. Other business**

Sandra Lipsey asked that Shop Falmouth be placed on the next agenda. She didn't want the project to be discussed too late to be effective.

Nathan reported that Anne T. sent an e-mail indicating positive reactions and excitement about the new Route 100 committee. She also mentioned the bus tour which will be incorporated into its next meeting.

Janice requested the committee discuss developing meeting norms or guidance for running an efficient and effective meeting. She suggested that knowing when to "park" an idea, move on, come out of the rabbit hole, etc. could be helpful for being productive in the future.

#### **5. Next meetings**

The next meeting will be on July 30 at 2:00 PM.

The August meetings will be August 6 and 20 at 3:45 PM.

Draft minutes prepared by Nathan Poore, July 17, 2014