



Falmouth Economic Improvement Committee

Wednesday, August 6, 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: -
Staff present: Nathan Poore, Theo Holtwijk
Others present: -

1. Review of Draft Minutes of July 30, 2014

The review of the draft minutes of the July 30, 2014 meeting was deferred as there was no quorum.

2. Update on Economic Development Plan Consultant Selection

Theo reported on the three reference checks he had conducted on Camoin Associates. All three were very positive about Camoin. The Town has since communicated with Camoin and the other two bidders. Next step is to prepare a contract and discuss the Town’s expectations with Camoin. Theo expected that the consultant would be ready to meet with the committee in September.

3. Project Priorities for FEIC

Shop Falmouth 2014

Sandra handed out a draft memo regarding Shop Falmouth 2014. The proposal is to conduct a simple and doable event for 2014 that uses less committee and Town Hall staff manpower. The proposed date for the event is Saturday December 6, 2014. Announcing this date widely now will help for businesses to put it on their calendar and make any necessary preparations. Advertising and signage are proposed. Advertising is proposed to start in September. Signage is proposed to be updated, but use the same theme from prior years. Even though no Shop and Drop day care was proposed, the Community Programs Department is planning to organize that again for 12/6. No calls from FEIC members are proposed to businesses, but upon discussion it was agreed that a registration of participating businesses would be helpful. This would provide a list of businesses participating and could be advertised in various ways. A central Town Hall contact will be needed for the event. No expectations are made of any merchants. The Forecaster will be encouraged to seek advertisers for a group advertisement. Information about the Shop Falmouth 2014 date should be included in as many materials as possible. It is hoped that a Falmouth Business Association could be formed and take leadership of this event. Sandra

will update the draft per the discussion and the committee will be asked to endorse the proposed plan on 8/20.

For a discussion of the following items the committee reviewed the Economic Development Projects chart.

Business Contact Database

Theo reported that the Route One South portion had essentially been completed, and that Sandra and Kimberly had been working on the remainder. Kimberly completed her allotted hours for this, and Sandra and Theo are working on getting the remaining data collected.

Falmouth Business Association Feasibility

The committee agreed that setting a date for the wine and cheese event for September should be next priority. Theo will contact the three lead banks and the Foreside Tavern for possible dates.

Business Visitation

Theo reported that the Town manager and he have not had a chance to conduct any business visitations in 2014 due to other work commitments. They still intend to do so. Sandra suggested that, if a strategic choice of four businesses was made to visit in 2014, these four businesses could be very helpful in informing the Economic Development Plan. Nathan agreed with that and stated that this should be coordinated with Camoin.

Route One Communications Campaign and Infrastructure Project

This work is well under way with weekly construction updates distributed to 300+ subscribers. The updates also contain construction photos. Upon completion of the project the photos could make a nice document chronicling this project. The committee was very enthused about the weekly updates and how the work was going. It asked if there had been any business concerns expressed. Nathan stated that there had very few concerns received. The concerns that had come in pointed to the need for better communication between the contractor and the businesses who express concerns.

Wayfinding Signage

Theo reported that the selected design is being tweaked and that he hoped to have a final proposed report in September. This report will be reviewed by the Town Council and will include recommendations for Phase 1 implementation.

Route 100 Vision

This evening the Route 100 Committee is conducting a mini bus tour of the Route 100 area. Anne and Nathan will be on the bus. A consultant is expected to be retained to assist with the engineering aspects of this project.

Business Resource Packet

Theo will get the draft list of resources on the Town's new website. This can be updated as needed.

Customer comment card for permit applicants

No work has been done on this. Anne asked if the Town was collecting e-mail information from permit applicants. The Town Manager's initiative to inventory the business data collection by every department was discussed.

Promotional Video

No work has been conducted on this project.

Route One Frontage Redevelopment and Stormwater Retrofits

Theo stated that these initiatives will get going once the road construction has been completed.

Route One North Plan with Town of Cumberland

Nathan reported that this project has the interest of the Council and that it requested that by the end of 2014 a mission/ charge for it will be developed.

Turnpike Spur/Route One At-Grade Intersection

This long term project appears to have the interest and attention of the Maine Department of Transportation, which owns the bridge and access ramp area. This is potentially promising and could make it a mid term or perhaps short term effort. The Town will continue to monitor it.

Theo asked if there were any other short term projects or ideas that should be discussed. Members mentioned or asked about the following:

FEIC+ Appointments

The committee asked about the status of the appointment of the "plus" members. Theo said that this had been advertised, but that he did not know if any one has applied . The committee discussed making people aware of this opportunity and encouraging them to apply. Theo will contact Councilor McBrady regarding this matter.

Business Contacts for Economic Development Plan

The committee discussed assisting Camoin with identifying people to interview, or for focus group discussions. Several names were suggested as potential candidates. Theo developed a potential list and will share that with the committee and Councilor McBrady.

Real Estate Valuation

Nathan reported that the Town continues to see enormous valuation growth. He expected that to continue with the OceanView expansion and natural gas line installation. The committee was pleased to hear that. Anne reported that real estate prices have held their value and that properties that are priced right are sold very quickly.

Martin's Point Bridge Celebration

Nathan reported that an event is being organized for September 14 to celebrate the completion of the Martin's Point Bridge.

4. Next meeting

The next meeting will be August 20 at 3:45 PM.

The meeting was adjourned at 5:09 PM.

Draft minutes prepared by Theo Holtwijk, August 8, 2014