



Falmouth Economic Improvement Committee

Wednesday, August 20, 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: Theo Holtwijk

Others present: -

Bill started the meeting at 3:45 PM.

1. Review of Draft Minutes of July 30 and August 6, 2014

The draft minutes of the July 30 and August 6, 2014 meetings were unanimously approved as written.

2. Shop Falmouth 2014 Proposal

Sandra reviewed the revised Shop Falmouth 2014 proposal she had prepared in response to committee comments at the last meeting and requested review and approval of it by the committee. Pam asked if in past years the Community Chamber and Rotary Club had been involved. Sandra replied that Shop Falmouth had been a committee initiative and that this year the effort had deliberately been scaled down because of Route 1 construction. She added that in past years the Chamber informed its members multiple times of Shop Falmouth through its newsletter. Sandra felt that if collaborations with other organizations could be started that would be great. Dimitri asked if there had been cheerleaders for the Shop Falmouth event in the past and how it was received. Sandra replied that the result was not considered super wonderful, but that the hope was to do a larger event in 2015. Theo added that evaluation surveys had been conducted with the participating businesses in the last two years.

Phil noted that in the past committee members made calls to businesses, but that some businesses were missed as they were unknown. He was concerned that without calls, there may be a reduced participation this year. Sandra felt it was important not to overpromise the 2014 event due to the construction that was happening, but that continuity was important. Theo summarized the 2014 plan: businesses will not be contacted through phone calls, but word about the event will be distributed early and widely. Those businesses that notified the Town of their participation will be listed with their website links on a Town website. It is hoped that The Forecaster will again organize a group ad. It will be completely up to a business if it wants to offer a special promotion on December 6.

Sandra added that the event would be an opportunity to broadcast to their customers that something special is happening. Dimitri asked if the event has been advertised outside Falmouth. Except through The Forecaster, this has not been the case. Phil suggested that businesses be contacted via e-mail. Theo stated that the contact database that Sandra and he had been working was progressing, but would not be 100% complete. That resource could be used for e-mailing businesses. Pam suggested that a PDF of the Forecaster ad announcing the event would be a helpful tool to forward to other parties. Theo will provide that. Dimitri wondered if Joe Cupo could give a plug for the event on TV. Sandra felt that these were all great ideas, but that some would have to wait until 2015. There will again a Shop and Drop day care offering in 2014 and discussion followed how well that service was used in past years. Sandra asked if the committee was willing to approve the plan.

Anne wondered why the event did not piggy-back the tree lighting event on December 4 and that some businesses could stay open later. She felt that December 4 could be the kick-off of the event to be continued on December 6. Dimitri liked the spirit of Anne's suggestion, but felt that the tree lighting audience may be different than the Shop Falmouth audience. Charlie suggested that, instead, the Shop Falmouth event could be announced at the Tree Lighting event through flyers and other means. Committee members liked that idea, but were not in favor of extending the event to include December 4.

Upon conclusion of the discussion, the committee voted unanimously to approve the Shop Falmouth 2014 proposal as presented.

3. Update on Economic Development Plan

Theo reported that a contract had been signed with Camoin. He said Nathan and he had a phone conference with the project manager and project principal, that Falmouth resource information had been provided to the consultant, and that Camoin would attend the committee's September 3 meeting. He requested that all committee members become very familiar with the scope of work for the project (a copy of which was distributed) and attend as many meetings as possible over the next year. He stated that, besides providing feedback on any draft materials, the committee could be very helpful with the community outreach efforts by letting people know that a plan is being written and encouraging them to participate.

One part of the outreach will be for the consultant to do one on one interviews with business leaders in the community. The consultant would need some guidance as to who to speak with. To help the consultant identify possible participants, Theo prepared draft list of people for consideration. He stated that any potential participant could play different roles in this process – they could be FEIC+ members, interviewees, focus group participants, or readers of a draft plan. One job was to make sure the list of possible was as complete as possible, and then identifying which people may be best suited for a particular role and request them to participate. The committee suggested various names of people that may be interested. Charlie will continue to approach people to apply for FEIC+ membership. Theo requested that committee members forward to him any names that are not yet on the list.

4. Updates on Other Projects

Theo handed out a Route One brochure that was just finished and was intended to be distributed to Route 1 businesses and their customers. He noted that two special events had

been added to the brochure: the Shop Falmouth 2014 date and a date for a business conversation of forming a Falmouth Business Association.

Anne felt that the date for the Business Association conversation was premature as there had been no planning for it. She felt that first a good program had to be in place before an event date could be set. She said that the Leadership Committee had met once, but not again. She felt that group needed to be reconvened and that expectations for the event had to be discussed. She wondered what would attract others to come to such an event. Theo acknowledged that the Leadership Group had met once, was given some tasks, but as it was summer it had not met again. He was contacted by one of the banks who had the interest to set a date. Three banks had since agreed to donate funds for refreshments and the Foreside tavern had agreed to provide the venue and cheese and crackers. Now that a date had been established the details of the event, which was intended to be quite simple, could be attended to.

Sandra stated that it was great that these businesses were excited about the possibilities of an association and what could happen if businesses worked more together. She stated that it was not known what could come from such a meeting, but that it had all sorts of possibilities beyond forming an association. Phil stated he saw no harm in having a conversation about these issues. There is no specific plan proposed. If the meeting shows there is interest, then the next step could be taken and more planning could be done as how to form an association. If there was not sufficient interest, then no time would be wasted on figuring that part out. Other committee members agreed that it was good to move forward with the proposed conversation date and that announcing it on the flyer was a good idea.

Theo requested that committee members assist the effort by helping to distribute the flyers to Route 1 businesses. He handed out a map with numbered subareas and each committee member selected an area and took a stack of flyers with them. Theo thanked them for their help.

5. Next meeting

The next meeting will be September 3 at 3:45 PM.

The meeting was adjourned at 5:05 PM.

Draft minutes prepared by Theo Holtwijk, August 22, 2014