



Falmouth Economic Improvement Committee

Meeting Minutes Wednesday, February 21, 2018

William Lunt III <i>Outgoing Chair</i>	✓	Sandra Lipsey	✓	Andrea Ferrante <i>Council Liaison</i>	✓
Pam DiPietro-Hale <i>Incoming Chair</i>	✓	Mindy Schwartz	✓	Nathan Poore <i>Staff</i>	✓
Dimitri Balatsos	✓	Chris Wasileski	-	Theo Holtwijk <i>Staff</i>	✓
Ethan Gamage	-			Andrew Clark <i>Staff</i>	✓

Others in attendance: Steve Caminiti

The meeting was called to order at 4:30 pm.

1. Review of Draft Minutes from the September 20, October 18, and December 20, 2017 Meetings

The draft minutes of the September 20, October 18, and December 20 meetings were accepted as written.

2. Election of a Committee Chair and Vice Chair for 2018

Andrea said that it was a goal of the Council that all committees elect yearly a new chair or reaffirm their current chair. Theo asked the committee members to consider whether they would be willing to assume the role of Chair or Vice Chair. Sandra noted that she was an appointee to FEIC by LPAC, and that she may not be eligible. Theo said that her appointment does not affect her status as a regular voting member, and Nathan confirmed that there is nothing in the ordinance to suggest that she would be ineligible. Dimitri requested to be removed from consideration. Pam asked about the potential workload. Theo said that the typical role of the Chair is to review draft minutes and agendas, run meetings, and stand before the Council when necessary. The Vice Chair fills in when the Chair is unable or unavailable. Bill said that he was happy to continue as Chair or to step down for someone new.

Sandra nominated Pam as Chair; Dimitri seconded. The committee unanimously elected Pam as Chair. The committee agreed to wait on electing a Vice Chair until further discussion with the members not present can occur.

3. Feedback from the Falmouth Business Forum

Theo had recorded names and email addresses of the attendees to the recent Business Forum. He has since corresponded with and received feedback from a few. He distributed that feedback. Feedback that Pam had received suggested more time for an informal Q&A session, and perhaps cutting down the time allotted to the keynote speaker. Dimitri suggested having several presenters from different backgrounds and experiences, with shorter presentations each to allow more time for networking. He also suggested a member of the committee briefly discuss the committee's work and goals. Mindy

hoped for a speaker with a regional experience that could inspire an audience. The committee recommended that the Town provide an update as to what was discussed and what future plans might be. Sandra suggested doing it as soon as possible to keep the conversation going.

4. Developer Forum

Nathan noted that the timing could work well if the Business Forum feedback were presented at the upcoming Developer Forum, to be held in April. He said that the issue of growth has received much discussion lately - noting projects like Homestead Acres, redevelopment of the Falmouth Spur interchange, affordable housing - and that there should be a conversation about what that growth might look like, especially in the context of the Comprehensive Plan.

Theo said that a Developer Forum is being planned. He said that it would provide for a conversation to help stimulate future projects and ideas, bringing together property owners, developers, realtors, the financial sector, and other community leaders. Nathan added that another benefit is in marketing and branding the Route 1 corridor as a place primed for redevelopment.

Staff will work with Pam to organize the next Business Forum targeted for late March before the April Developer Forum and craft a strategy for future events.

5. 2018 Committee Work Plan

Andrea and Sandra met to identify potential priorities for the committee's 2018 Work Plan. Sandra reported that they had identified five major areas the committee could work on:

1. Improving the site plan review process and minimizing its impacts on businesses;
2. Evaluating zoning ordinances that most impact businesses;
3. Establishing a Business Forum or speaker series;
4. Marketing Falmouth as a location for commercial and business enterprise;
5. Creating fun and interesting events in Falmouth.

Pam suggested the committee members consult the action matrix of the Economic Development Plan and be sure that their priorities have been included. These will become the 2018 Work Plan.

There was discussion regarding the site plan process and zoning ordinances and their effects on business. Nathan suggested bringing in Ethan Croce, Director of Community Development, to discuss some of these issues. The committee agreed that would be an appropriate first step.

Committee members and guests expressed their preferences to work on each of the five issues:

- Site Plan Process and Zoning Ordinances - Andrea, Bill
- Business Forum/Speaker Series - Pam, Dimitri, Sandra
- Marketing Falmouth as a Location for Commercial/Business Enterprise - Pam, Dimitri, Sandra, Steve
- Creating Fun & Interesting Events in Falmouth - Sandra, Mindy

6. Updates to the Committee Charge

Theo updated the committee charge to reflect comments received at the last meeting. He suggested that, if the committee is satisfied, he will work with Andrea to formally introduce the revisions to the Council. Sandra moved to present the revised charge to the Council; Bill seconded. The committee unanimously voted in favor. Theo will keep the committee posted as to the Council's comments and any comments from the required public hearing.

7. Next meeting

The next meeting is scheduled for March 21 at 4:30 pm.

The meeting was adjourned at 5:39 pm.

Draft minutes prepared by Andrew Clark on February 22, 2018.