

**Falmouth Economic Improvement Committee**  
**Meeting Minutes**  
**Wednesday, July 31, 2019**

Present:

Pamela DiPietro- Hale, <i>Chair</i>	✓	William Lunt, III	✓	Janice De Lima, <i>Council Liaison</i>	✓
Chris Wasileski, <i>Vice Chair</i>	✓	Edward Pierce	-	Nathan Poore, <i>Staff</i>	-
Brian Bakke	-	Mindy Schwartz	✓	Theo Holtwijk, <i>Staff</i>	✓
Paul Bergkamp	✓			Marguerite Fleming, <i>Staff</i>	✓

Others Attending: Andrea Ferrante

Pam started the meeting at 4:30PM.

1. Quorum was established.
2. Review Draft Minutes of July 17, 2019 Meeting
  - Chris motioned to approve the minutes; Bill seconded. Motion carried unanimously.
3. Review of Meeting Materials
  - Pam recapped that FEIC wants to make sure that the Council is on board with the Committee's plans. Councilor De Lima is going to bring the Business League initiative to the Council Work Plan retreat. FEIC needs to have its proposal finalized by the 8/21 meeting for the 8/28 Work Plan Retreat.
  - Pam said that Dimitri Balatsos asked her if FEIC could provide input on data needs for a Comprehensive Plan update. Paul clarified that during conversation at the last LPAC meeting the committee was discussing ideas for what data to collect to inform a comprehensive plan update. At that time, it was suggested that FEIC members could provide a business perspective on that. Theo stated that it might be helpful for FEIC to share the Economic Development Plan strategy matrix with LPAC as it contained a column with performance measures. The committee agreed to develop a shortlist of best measures to forward to LPAC.
  - Pam mentioned this week's Forecaster article about the FEIC membership expansion. She stated that she mentioned in the article that FEIC meetings were open to the public. Theo had distributed a link of the article to the committee.
  - Paul stated that LPAC has a statement at the bottom of its agenda that explains its charge and that meetings are open to the public. Committee members liked the idea of adopting a similar statement. Theo will draft an updated agenda template for the next meeting.
4. Public Comment
  - No public comment.

## 5. Council Liaison Report

- Councilor De Lima discussed public comment that has arisen about standardizing committee meeting agendas and recording all meetings. This is an issue for the Council to consider.
- Councilor De Lima recapped the July 22 Council meeting. There was public comment related to rolling back the 2016 zoning. This is another issue for the Council to keep considering. The Council approved expanding FEIC's membership. The Appointments Committee is meeting on August 1. One of the agenda items is to discuss reaching out to members of committees who have had difficulty making meetings to check-in about their availability. Committee members offered suggestions of names for the Appointments Committee to consider. Theo added that Town staff have been tasked with providing brief summaries of committee meeting minutes to the Council and tracking member attendance.

## 6. Continue to Discuss Input for 2019 Council Retreat

- Theo reported that Town staff have been working on cleaning up the Council work plan document. Nathan is preparing an exercise in which the Councilors will prioritize the list of work plan items. Theo suggested two ways that FEIC could inform the Council of its ideas. 1) FEIC could provide its ideas to Councilor De Lima to report at the retreat or 2) possibly, FEIC's ideas could be added as an item to the work plan so Councilors could include them in their exercise.
- Committee members discussed feedback to share with the Council:
  - On the "Council Commitment to Public Engagement about Planning" resolution, the committee felt that the Falmouth Business League could be a conduit for distributing ideas and coalescing representation.
  - Members expressed a desire for business leaders with economic development expertise to be included in the process for reviewing development proposals that are of significant scale and include requests for ordinance amendments.
  - Committee members desire for the Council to move forward with the Route 1 North Plan vision.
  - Committee members discussed a desire for the Council to move forward with the Route 100 zoning.
  - Members discussed the effectiveness of design charrettes as a component of development review processes. Bill discussed how a charrettes process used for the Tidewater Master Plan. He described how well the charrettes worked and the importance of including people who understand development in planning.
  - The committee felt that charrettes could be an effective tool for translating zoning and public input into a specific design.
  - Andrea added that a neighborhood sketch plan was completed as a component of the Route 100 Vision Plan and how it invoked public comment.
  - Members discussed a desire for a kind of growth that makes the community more vibrant not just growth for the sake of growth, but also the importance of development for economic development and community vibrancy.
  - Members discussed how charrettes are a tool for engaging stakeholders and how it's important to include multiple touches with the public in development review processes (ex. public meetings, mailers, on-line engagement, etc.).
  - Theo added that growth/development could be considered at multiple scales (parcel level, neighborhood level, community-wide level, and regional level).

- Committee members discussed a desire for continued implementation of the existing Economic Development Plan

7. Other Business

There was no other business

8. Set Date and Agenda for Next Meeting

- The next meeting is scheduled for August 21, 2019.

9. Adjourn

- Chris motioned to adjourn; Bill seconded. Motioned carried unanimously. Meeting adjourned at 6pm.

Draft meeting minutes prepared by Marguerite Fleming, August 1, 2019