

**Falmouth Economic Improvement Committee  
Meeting Minutes  
Wednesday, December 18, 2019**

Present:

Pamela DiPietro- Hale, <i>Chair</i>	✓	Kevin Moss	✓	Marguerite Fleming, <i>Staff</i>	-
Chris Wasileski, <i>Vice Chair</i>	-	Mindy Schwartz	✓	Theo Holtwijk, <i>Staff</i>	✓
Paul Bergkamp	-	Ozan Tüzmen	✓	Nathan Poore, <i>Staff</i>	-
William Lunt, III	✓	Nicholas Weightman	✓	Janice De Lima, <i>Council Liaison</i>	-

Others Attending: Kimberly darling

Pam started the meeting at 4:30 pm.

A quorum was established.

**1. Review Draft Minutes of November 20 and December 4, 2019**

- The minutes of November 20 and December 4, 2019 were approved as written.

**2. Review of Meeting Materials**

- Theo reviewed the meeting packet which included the minutes from the two last meetings, various iterations of the Falmouth Business League concept document, and an e-mail from Kimberly Darling.

**3. Public Comment**

- No members of the public were present.

**4. Update on Falmouth Business League Outreach**

- Pam provided some background to the Business League concept and the outreach that is currently being done. She stressed that the League was not intended to replace the Community Chamber.
- Nick reported that he spoke with Kristin Kinne and she was transitioning off the Chamber Board due to a new work assignment.
- Pam reported that she placed a number of calls to Tracy Hayes, but had not yet heard back. She mentioned that Paul reported that he had trouble too reaching his assigned Chamber Board member.
- The sense of the group was that this was a busy time, especially after all the Very merry Falmouth activities.
- Mindy felt that it was good to get some ideas done, and that the efforts should not be redundant.

- The committee took note of the three guiding documents for FEIC: the committee's charge, its Strategic Plan, and the Council's 2019-2020 Work Plan.
- Theo noted that the Council's work plan is most key and recommended that the committee focus its work on just a few items.
- Theo mentioned that the Town Manager had been invited to attend Chamber Board meetings. He suggested that perhaps the FEIC chair could join the Manager, if such was deemed appropriate. The FEIC was interested in that.
- The committee discussed organizing more business forums. Bill felt that the Business League could identify issues that could then be addressed further in a forum on such topics. The committee also thought that a Forum could be held to brainstorm ideas for the Business League.
- A suggestion was made to focus on an issue that would resonate with business owners, such as tax credits.
- Another suggestion was to call the forum events "roundtables" as such would suggest more input from the attendees.
- Kimberly suggested going to larger companies and hold lunch & learn sessions.
- The sense of the committee was not to hear from larger companies, but how to reach small companies. A suggestion was to set up web calls as many of the principals in smaller companies cannot leave their businesses. Other on-line tools were suggested, such as the app Next Door, webinars, using drones, etc.
- Ozan was interested to consider how it would measure success or improvement. He said he had a data-driven focus as that would help people to become better decision makers or better risk takers.
- Ozan suggested that hearing from commercial brokers may be useful too to better understand who is looking to come to Falmouth and why. He asked if the committee wanted to focus its work on growing new companies or helping existing ones already present in Falmouth.
- The discussion went back to measuring success, such as using KPI (Key Performance Indicator) or NPS (Net Promoter Score). Ozan said that the key question with NPS is "on a scale of 1 to 10, would you recommend doing business with us to a friend or neighbor?" He explained how NPS works.
- Theo mentioned that a similar approach was taken with the 2013 Comprehensive Plan.
- Ozan suggested asking the NPS question every 6 months to as many people as possible so the data would be fresh. The question could be "on a scale of 1 to 10, would you recommend doing business in Falmouth to a friend or neighbor?"
- He felt that many businesses do not know what they need to improve until such survey work is done and analyzed.
- Mindy stated a preference to focus on local growth, instead of new growth, for such work.
- The committee felt that exploring Linked-In, Facebook, and Salesforce.com may be good tools to build a communication network with Falmouth companies that could benefit from the committee's work.
- Nick stated that such tools need to be actively managed, so the information does not become out of date.

- Ozan said that there may be some good CRM (Customer Relationship management) systems for the Town to consider.

#### **5. Earth Day 2020**

- Kimberly explained that the Town was working with various partners to organize activities to celebrate 50<sup>th</sup> anniversary of Earth Day in April-May 2020. She wondered if there was interest with FEIC in establishing small business sponsorships for that.
- The committee discussed what activities would or could be organized, and what donations could be made to support the programs.
- The committee was supportive of this plan.
- Kimberly will come back with more specifics.

#### **6. Set Date and Agenda for Next Meeting**

- The next meeting is scheduled for January 8, 2020.
- The focus will be reviewing feedback from the remaining business leader interviews and Chamber board members and the digital outreach ideas.

#### **7. Adjourn**

- The meeting adjourned by consensus at 5:53pm.

Draft meeting minutes prepared by Theo Holtwijk, December 19, 2019.