



Town of Falmouth
Community Development Committee (Council Sub-Committee)
approved Meeting Minutes – May 5, 2014
Town Hall Large Conference Room

Members Present: Councilor Anderson, Councilor Goldberg, Councilor Pierce
Staff Present: Jay Reynolds, Amy Lamontagne, Theo Holtwijk
Others Present: Skip King

Councilor Anderson called the meeting to order at 8:30 AM.

1. Review of Draft Minutes for April 4 and 7, 2014 Meetings

The draft minutes for April 4 and 7, 2014 meetings were unanimously approved as written.

2. Route One Lighting Submittals

Jay explained that the contractor had proposed two alternative lighting fixtures for review and approval by the Town. The new fixtures are technically equal to the final plan fixtures, but do not meet the minimum lighting levels. Overall, in either scenario there would be more light than is present today. There were no cost savings for the Town in selecting the new fixtures. The Committee elected to stay with the original selections as it felt they were a better esthetic fit and provided more light per fixture than the proposed ones.

3. Route One Communications Plan

Skip King was introduced to the committee. He reviewed the draft Communications Plan for Route One. He said that the goal was to have as many businesses and town residents say "please keep me informed." Several tools will be available to be kept informed: the Town's website, a Facebook site, Twitter, and e-mail notifications/subscriber list. No postings will be possible by readers of the Facebook page.

Weekly construction updates will be made on Tuesdays after construction meetings. If there are significant changes, another update will be made. On Thursday/Friday "feel good" messages will be distributed that may include photos to show construction progress and encouragement to shop on Route 1. A press conference will be held to get the word out on these tools.

Councilor Anderson felt that the conference should provide useful information such as the construction schedule. Councilor Pierce asked when the informational packets for businesses would go out. Skip said that any available schedule information could be shared at the press conference, but that packets would take 3-4 weeks to produce. Councilor Anderson felt that it was important to do outreach to businesses. Jay mentioned that he used the Route 1 business contacts as the first group to get the initial Route 1 update. The committee liked that, and requested to be added to that list so members would know when an update had been sent out.

Councilor Anderson felt that an informational meeting for businesses should be organized and announced at the press conference. Jay commented that the on-site meetings with business owners had

been valuable. Theo said that Sandra Lipsey had been meeting with business representatives in an effort to get updated contact information. Of the 30 businesses she had visited, two thirds did not know anything about the Route One construction project. Councilor Goldberg felt that the Town should not become a Route One “apologist,” as “infrastructure happens,” but that it should be sensitive. Jay said that anyone could refer them to him to answer any specific questions.

Councilor Pierce suggested adding a map to the weekly updates to give people a visual reference. Councilor Anderson was concerned that the timing of the updates work well with the deadlines of the Forecaster. Theo mentioned that in prior discussions a regular ad in The Forecaster in a fixed place was suggested. He wondered how the committee felt about that. Skip was concerned that an ad might give outdated information and that free publicity could save some money. The committee felt that ads may be a good tool to help convey the business promotion aspect of the project.

Councilor Goldberg thought that a map with a simple arrow where construction was taking place at any time was a good idea. He felt that Twitter had the risk of being taken over by others, and that if that happened and the Town would take it down, it would send a bad message. He also felt that Twitter was more geared to a younger demographic. Skip said that he had suggested it because of its immediacy and that he aimed the main audience to be business owners. The committee decided not to use Twitter.

The committee discussed which aspects of the rationale for the project to emphasize. It was agreed that the rationale should not be changed. Councilor Pierce felt that each person approaches the project differently. Councilor Anderson did think it was important to point out that, although this has been a Falmouth project, voted on by Falmouth voters, and paid for with (mostly) Falmouth money, it had now become a regional project as people from throughout the region would be coming here. Councilor Goldberg agreed and stated that the Town’s intent was to create a place where want to go.

It was mentioned that there were other projects under way that the project may associate with Route 1. They include the new Martin’s Point Bridge, the proposed new ice hockey rink, the proposal for Hat Trick Drive, the improvements at Wal-Mart’s garden center, the Route One South sidewalks, and the Bucknam Road stormwater improvements. It needs to be recognized that the public will not differentiate between these.

The committee discussed the informational meeting for businesses. It was suggested to hold it at the Library on either May 14 or 15 at 8:30 AM. Councilor Pierce suggested that such meetings could be held a few times throughout the project. Skip will add this to the Communications Plan.

Committee members stated they liked the Communications Plan.

4. Other Business

- a. The committee discussed the proposed ice hockey rink and Family Ice and councilors Goldberg and Anderson agreed to have more meetings with the interested parties in an effort to overcome differences of opinion.
- b. Theo gave an update on the Wayfinding project. A consultant has just been hired to assist with that process. Councilor Goldberg suggested using the committee for feedback on this effort. The committee agreed with that. Theo will be back in touch.
- c. Theo gave an update on the Falmouth Business Association Feasibility effort that is underway. He met recently with seven business people at Norway Savings Bank.

- d. Theo mentioned that the Planning Board will be briefed later this week on the comprehensive Plan and the work that is being planned by CDC and LPAC.

5. Next Meeting

The Committee will meet next on May 12th at 8:30 AM.

The meeting was adjourned by 10:06 AM.

Minutes prepared by Theo Holtwijk, May 6, 2014