



Falmouth Economic Improvement Committee

Wednesday, March 19, 2014

Attendance:

<i>Name</i>	<i>Present</i>	<i>Name</i>	<i>Present</i>	<i>Name</i>	<i>Present</i>
Ann Armstrong	√	Phil Bixby	√	Janice DeLima	√
William Lunt III	-	Anne Theriault	√	Sandra Lipsey	-

Council Liaison: -
Staff present: Theo Holtwijk
Others present: -

The meeting was started around 3:50 PM.

1. Review of Draft Minutes of January 8 and 22, February 19, and March 12, 2014

The draft minutes of January 8 and 22, February 19, and March 12, 2014 were unanimously approved as written by those present at each meeting.

2. Falmouth Economic Development Plan Approach

Phil reported on his call with Bill Lunt. Bill felt it was important that the FEIC prepare the economic development plan. He was not against adding more people to that effort. He also felt that FEIC activities should not be suspended for the duration. Phil said he largely agreed with Bill. Phil stated how he saw Councilor Anderson’s concerns: the FEIC has had trouble in recent months getting a quorum and was wondering if the FEIC could get the job done of developing a plan.

Ann A. suggested that a FEIC subcommittee with support of others should develop the plan. She stated that this was the approach that Yarmouth has taken. She felt that the FEIC should then focus on delivering some work products (“low hanging fruit”) that had been postponed as well as Shop Falmouth.

Anne T. gave some FEIC history and stated that projects had not been completed when they were started. She had not heard anything about the status of the Falmouth Business Association, and said there was criticism in the community that there was not enough frequent and quality communication. She also noted that volunteers had been treated rudely. She felt that doing an economic development plan was interesting and necessary. She suggested the committee focus on the Falmouth Business Association and Shop Falmouth.

Janice suggested that the FEIC has not had an agenda or focus for the year and wondered how that could happen. She felt that the economic development plan was the “meat and potatoes” for the committee.

Ann A. said that to her some low hanging fruit included Route One Communications, Shop Falmouth, developing a Falmouth Business App, developing an informational package for new residents with information on Falmouth businesses and services that could be handed out by real estate brokers, and a Falmouth business directory.

Anne T. stated again that she suggested the FEIC focus on Falmouth Business Association and Shop Falmouth. Theo explained the status of these two projects.

The committee ultimately settled on an organizational option that created two parallel tracks. One track would create a new ad hoc economic development committee on which some (or all) FEIC members could serve, but which would be augmented by other community members (number of members TBD). The second track would be the regular work of the FEIC.

The committee reviewed, but did not make any other changes to the proposed approach.

Theo stated that he would revise the draft approach accordingly for review by the FEIC on April 2. He stated that the Council would not take this item up on April 16, but rather on April 28, so that would give the committee two meetings in April to finalize the draft.

Janice suggested that the FEIC on April 2 also discuss its priority work plan items for the year. The committee agreed with that.

3. Other Business

Anne T. asked when a mailing to all businesses would go out. Theo stated that no such mailing was planned at this time. The Town hopes to communicate with Route 1 businesses via e-mail and Sandra is helping to establish a database for that. The Business Association Leadership Team will be communicated with initially via e-mail.

4. Next Meeting

The FEIC will meet next on April 2, 2014 at 3:45 PM.

The committee adjourned at 5:00 PM.

Draft minutes prepared by Theo Holtwijk, March 21, 2014