



Falmouth Economic Improvement Committee

Wednesday, May 21, 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 May 7, 2014

The draft minutes of May 7, 2014 were unanimously approved as written.

2. Other Business

a. Wayfinding Signage Project

Theo passed around a flyer for a May 29 public workshop on the wayfinding signage project and requested the FEIC’s help in distributing it to the business community and others. Bill asked if there was any consideration for adding businesses to the signs. He was especially concerned with business that were on side roads, such as Clearwater Drive, Fundy Road, and Northbrook Drive. Theo said that all aspects of a new system will be up for discussion.

b. Economic Development Plan Approach

Theo reported that the Council will review the FEIC’s recommended approach on May 28. He passed around the draft RFP and noted the various dates on which FEIC+ is expected to take action. He asked that all members review these dates to make sure they work for their calendars. Bill will meet with Theo to prepare for the May 28 Council meeting.

c. Resignation from Ann Armstrong

Ann A. stated that this was her last meeting as she and her family are moving to Carmel, Indiana. Bill expressed his appreciation on behalf of the FEIC for the dedication that Ann has shown for the well-being of the community and said that she would be missed.

3. Brainstorm Contents of Business Resource Packet

The FEIC brainstormed possible contents for a business resource packet. Ann A. mentioned that she received an impressive packet from Carmel and that she would drop it off at Town Hall.

Theo mentioned that the Town Clerk does have a handout for new residents that provides practical information. Sandra mentioned that she received that before moving to Falmouth and that she learned various things that she otherwise would not have known. Theo asked the group what audience should be served with a informational packet. Ann A. felt it needed to help small businesses be connected. Sandra agreed that it could help to connect the business community. She noted that Falmouth has many home-based businesses that operate on their own. Ann A. felt that banks could pass this packet out to business owners as they open new accounts. Sandra thought that it would be good to include information on local civic organizations and available volunteer opportunities, so the human potential of new residents could be leveraged. Many families that relocate come with a so-called “trailing spouse.”

Members also thought that the FEIC and Chamber brochures should be included. Ann A. felt that the distribution of a packet will be a challenge. There was some discussion what the geographic focus of the information should be. The FEIC felt it should be “Falmouth” to help emphasize the Falmouth brand. Sandra thought that businesses and residents buying local products might be an additional benefit of the info packet. Janice was wondering if this might take the form of a business directory. Sandra felt that that could be the job a Falmouth Business Association. She recognized that such data gets out of date quickly, and was wondering if an app would be better. Theo gave quick recap what the Town’s app efforts found.

The committee also thought that list of community organizations would be good, as well as website navigation guidance for new businesses. Anne T. suggested adding aspects that come into play when people move. Janice suggested information on how to get started as a business. She did not think that Cumberland had a packet. Sandra thought that Yarmouth might have a packet. It was suggested to add churches and private schools to the organization list. It was recognized that there was a cost to the Town to develop as well as maintain such data.

The committee agreed that a digital list with the links to the information suggested thus far would be a good way to go. That way maps can be linked, etc.

Theo requested that members go to the Town’s new website to see how it works, what the “business” tab currently provides and bring back any suggestions for adjustment.

4. Next Meeting

The FEIC will meet next on June 4, 2014 at 3:45.

The committee adjourned at 5:00 PM.

Draft minutes prepared by Theo Holtwijk, May 23, 2014