



## Falmouth Economic Improvement Committee

### Wednesday, November 5, 2014 Minutes

#### Attendance:

Name	Present	Name	Present	Name	Present
Sandra Lipsey	-	Phil Bixby	-	Janice DeLima	√
William Lunt III	√	Anne Theriault	-	Dimitri Balatsos	-
Pam DiPietro-Hale	√	Chris Wasileski	-	Luc Walker	√

**Council Liaison:** Charlie McBrady

**Staff present:** Theo Holtwijk

**Others present:** -

Bill called the meeting to order at 3:37 PM.

#### 1. Review of Draft Minutes of October 15, 2014

The review of the draft minutes of October 15, 2014 meeting was deferred as there was no quorum.

#### 2. Update on Economic Development Strategy

Theo provided a consultant update from Camoin. Work is on schedule. 18 out of 20 interviews have been scheduled. Draft materials are expected by November 21. Camoin outlined what the FEIC should do to prepare for the special December 3<sup>rd</sup> meeting:

- Be prepared to discuss Strengths, Weaknesses, Opportunities and Threats for the community.
- Have reviewed the documents once they are available
- Consider specific projects or initiatives that they feel would have the greatest impact on the Town's economy
- Be prepared to think out of the box in terms of reuse/redevelopment opportunities.

Possible dates for the January public forum are being investigated. Theo will circulate these dates with the committee and do a Doodle poll, once he knows of Camoin's availability.

#### 3. Falmouth Business Association (FBA) Update

Janice gave an update on a conversation she had with Barbra Esposito. It seems that the FBA group is busy getting organized with board members and bylaws and is not ready yet to meet with FEIC. It was asked if the FBA wanted to be separate from the Town. That seems to be the case, but it was acknowledged that the group will likely seek support from the Town wants it knows what it wants to focus on and what it needs.

#### 4. Shop Falmouth Update

Theo provided a list of the businesses that have signed up to date. He stated that the Town will place one more advertisement and was in process of finalizing the design for 200 lawn signs. The Town Manager authorized expenditures for a 2-color paperboard lawn sign like last year. Theo showed a draft, color sign design and reviewed the various cost options. The committee voted to endorse the Town Manager's proposal. It was suggested to add the names of the businesses that have already signed up to the ad, so others may want to be included as well. It was also suggested to reference the Shop & Drop aspect where possible. Theo will do that. For additional publicity, Theo thought that the Forecaster likely will pursue an advertisement spread for that week with the participants, but that is a matter for the Forecaster.

#### **5. Route 100 Update**

Theo reported that the Town received 5 proposals and decided to conduct 2 interviews. These were done today. The review team has a recommendation who should be hired, but no party had been informed of that yet. He will keep the FEIC posted. Next step is a public forum on November 12. All FEIC members are invited to that. Theo reviewed the scope of the Route 100 project and its relationship to the Economic Development Strategy.

#### **6. Other Business**

Bill requested that the FEIC get an update how much work will have been done by year's end on the Route 1 project. He noted that he heard about some difficulty with getting in and out of driveways. He was wondering how much work CMP will have done as it has a lot to do. Theo will contact Jay to get a written update for the committee.

#### **7. Next Meeting**

The committee agreed to cancel its next meeting on November 19. Its next meeting will be a special 4-hour meeting from 1:00 to 5:00 PM on December 3 with the consultant. Theo will provide e-mail updates where needed. [Note: The 12/3 date was in error. That will be a regular meeting at 3:30 PM. The special meeting will be on 12/17 from 1:00 to 5:00 PM.]

The committee adjourned at 4:15 PM.

Draft minutes prepared by Theo Holtwijk, October 17, 2014