



# Falmouth Economic Improvement Committee

**Wednesday, November 16, 2011**  
**Meeting Notes**

**Attendance:**

Name	Present	Name	Present	Name	Present
Ann Armstrong	√	Sterling Kozlowski	A	David Libby	√
William Lunt III	√	Anne Theriault	√	Jim Thibodeau	√
Mike Skillin	√				

**Council Liaison:** -  
**Staff present:** Nathan Poore, Amanda Stearns  
**Others present:** -

**1. Review of Draft Minutes of October 5, 2011**

B. Lunt moved to approve the minutes, M. Skillin seconded, approved 4-1, with Jim Thibodeau abstaining.

D. Libby suggested taking agenda items out of order. Item 4 to become Item 2 and renumber other items, then table Item original 3.

**2. Review of Temporary Signage Memo for Council**

D. Libby asked for any additions or changes. He suggested that FEIC would approve the memo and submit it to the Council or Will. Nathan would forward it to Will to put on the agenda for the Council. D. Libby questioned whether or not the FEIC has authority to draft zoning amendments. B. Lunt offered that the FEIC forward suggestions to the CDC and then to the Council.

The committee members realized that there were two versions of the memo, the original and one that showed a change in language referring to the recommended process to move ahead with the work. The draft memo is vague about the process. A. Stearns suggested that Nathan would want to discuss this with them.

D. Libby will suggest to Nathan and Teresa to put the sign memo on the December 12 meeting. The Committee is in favor of the original memo language, but they would like to hear from Nathan regarding his suggested changes. Committee agrees to have Dave discuss the changes with Nathan and give Dave some leeway to make some changes.

A. Stearns mentioned that they may be able to address this outside of zoning so that the signs would not become non-conforming if future changes are made.

J. Thibodeau stated he was interested in bringing another perspective and focus regarding signs and that later on CDC can include it in the long-planning. B. Lunt stated that the signs proposed would be for the entire town, not just Route One.

B. Lunt moved (????) to accept the original October 14, 2011 memo and present it to the Council. Additionally the chair would talk with Nathan and is authorized to make changes as long as the intent is kept. Jim T seconded, vote was unanimous in favor of the motion.

*[NOTE: This portion of the minutes has been moved to this section. It occurred later in the meeting when Nathan Poore returned.*

Nathan returned to the meeting and was asked to respond to his suggestions to the Committee on the sign memo. He explained how the Route One signage will be addressed in the current Route One plan. He predicts that when the Council is asked to address temporary signage it will be suggested that is be part of the Route One signage. One idea is to skip the Council and go directly to the CDC, and piggy back on the Route One process. From a project management perspective, it makes the best sense. If the Council thinks this is an emergency and chooses to move ahead with it separately, then the chief administrative question is that of enforcement. Ann Armstrong asked about how it might be integrated into the Route One project. B. Lunt suggests that they should go to the Council and that the FEIC should write the language. If we leave it at the mercy of the Community Development Committee then he would rather be reviewed by the Council. Mike Skillin mentioned that is it also a Route 100 issue.

Anne Theriault thought the FEIC had discussed some enforcement. She would like to accomplish something for the businesses. If the Town Council agrees, the FEIC has authority to move ahead with the sign issue. B. Lunt commented that no one would want to write an ordinance without addressing the enforcement issue.

D. Libby confirmed that the FEIC wants to move the memo along with some integration with the Route One project.

Nathan explained the Council process for amendments. It needs to come to the Council if they want staff time to assist.]

### **3. Discussion of ordinance amendment suggestions made by Board of Zoning Appeals**

D. Libby asked for input on the BZA memo on suggested zoning amendments. He believes that Section 5.13.i addressing nonconforming signs should be brought forward by the FEIC. The members discussed other aspects of the memo and raised the changes suggested for

accessory dwelling units as another possible amendment that could be considered by the committee as it may help households generate income.

B. Lunt questioned the percentages used and asked staff why the ordinance was written as it was. A. Stearns replied that she was not aware of the original purpose behind the language but typically accessory units are very limited in size as they do not trigger additional land and are designed not to become a duplex or create two single family dwellings on a site.

Ann, Mike and Anne believe this has minimal importance to the committee. J. Thibodeau is fine with the current language. The committee as a whole agreed that it can be forwarded to the CDC but they may want to address this section in the future. By consensus the committee approved forwarding the Council and CDC.

**4. Discussion of Process to Resolve Unintended Zoning Conflicts** (tabled to next meeting)

**5. Other Business**

Several members expressed their concern that the committee should be doing more. Nathan sees this committee working on an Economic Development Plan, including things like a business visitation plan. Recently in the newspaper, a business owner was quoted in the paper. There were negative comments and some incorrect statements. If someone sees Falmouth as an attractive place, we want to talk positively about the Town. We could work on a business visitation program, become an ambassador, and work on a pro-business culture. The Town is talking about making some serious infrastructure improvements to support business. Nathan suggests that the FEIC support and promote what is important to them.

The committee discussed the upcoming tree lighting and talked about asking the businesses to stay open and participate somehow. Anne Theriault thinks we should show the business community some support sooner rather than later. D. Libby suggests that a leaflet reminding everyone about the annual tree lighting. Businesses might be open for cider and donuts and indicate it is sponsored by the FEIC and the Chamber. After considerable debate, the committee agreed that the timing was too short to do something well.

Nathan discussed a holiday that you could target. Anne talking about low hanging fruit such as the ambassador idea or keep this floating with staff. D. Libby suggests to keep it on the table for Valentine's Day and meet with the Chamber. Anne Theriault wants to discuss this at the next meeting.

**6. Next Meeting** - Next meeting is December 7.

- Unintended consequences

- Business promotion – Valentine’s Day
- LPAC contact on economic development – find out what they want – ask Theo what is typically in an economic development chapter for the comprehensive plan.

Nathan reviewed his conceptual idea that he will be presenting to the Council. He envisions a comprehensive strategic plan that encompasses a lot of projects including: FEIC projects, Route One, Tercentennial (2016-2018), Veteran’s Memorial, new website, wayfinding signs, Town Seal, and a town brand. He and Theo are working on a process to put together a timeframe to accomplish all this.

Ann Armstrong is heading to the Cumberland Maine Business Association meeting tonight. It is open to all businesses in Cumberland. This committee could do something like this. A powerpoint has been developed by the Town Manager and she will share this with the committee.

Meeting adjourned 5:10 p.m.

Draft Meeting Notes by Amanda Stearns, November 22, 2011

Rev. 1 : December 1, 2011 TH