



Falmouth Economic Improvement Committee

Wednesday, February 1, 2012 Meeting Notes

Attendance:

Name	Present	Name	Present	Name	Present
Ann Armstrong	√	vacancy	-	David Libby	√
William Lunt III	√	Anne Theriault	√	Jim Thibodeau	-
Mike Skillin	-				

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

Dave called the meeting to order at 4:11 PM.

Dave mentioned that there were two people who have expressed interest in filling the vacancy on the committee, Phil Bixby and David Jones. He mentioned that Phil is planning to attend the 2/15 FEIC meeting.

1. Review of Draft Minutes of January 18, 2012

Bill moved to approve the minutes. Anne T. seconded the motion. The minutes were approved 4-0 as written.

2. Falmouth Annual Event

Anne T. reported that she talked with Lucky D'Ascanio about the annual holiday lighting event. Lucky stated that she is willing to serve on a committee to plan an expanded event. Anne felt that the next step was to establish a committee. She suggested asking six businesses to serve on the committee, along with someone from Community Programs staff, Lucky D'Ascanio, Mike Skillin, and Anne Theriault. Lucky had suggested to keep the tree lighting event where it currently is.

Ann A. thought it was great that the committee was pursuing an event before Christmas, instead of in the spring, as this was such a big retail season. She felt the event should be to reach out to retail businesses and be a true benefit to them. Dave noted that there were several who already had open houses at that time and that start with those would make sense.

The group sense was for Anne to approach specific businesses and ask them to participate on a planning committee, instead of doing a mailing to all businesses.

The holiday lighting event has a set date, lasts just one hour, and draws some 500 people. A separate day care event is also held to allow parents to do local shopping.

Bill suggested for the group to look at adding to the day care event instead of the tree lighting event. Anne suggested asking Lucky to come to the next FEIC meeting. The group agreed with that. Theo will ask Lucky to attend on 2/15.

3. Temporary Signage Project

Theo distributed the feedback received on the temporary signage chart. Two members had completed the chart. The group decided to extend the schedule to allow the other four members to submit their feedback before having a group discussion on this.

Bill suggested asking the surveyed businesses for their input on these issues. The group felt that those businesses should be re-contacted once a proposed set of rules was developed to ask for their feedback on those.

It was clarified that the committee is just requesting personal opinions at this time. If a review of rules from other towns is helpful for that (see the examples previously distributed), then members should feel free to do that as well. Theo will send out the feedback chart again.

4. Resource Packet for Falmouth Businesses

Theo requested more time to work on that. The Town has been busy with, among other things, the Plummer-Motz and Lunt school project. He mentioned that he had received some Chamber materials from Ann A. for inclusion in the packet.

Ann A. suggested including in the packet a listing of available conference room/meeting spaces in Falmouth. She thought that that would be helpful information for other businesses. Theo will add this to the list.

5. Other Business

Ann A. mentioned that Gorham Savings Bank just heard it was awarded an award from ecomaine for the company's work to "green" its facilities and business practices. There will be an awards ceremony at ecomaine on March 7th. Theo mentioned that he will announce this news on the Town's business news website. The group congratulated Ann.

Theo mentioned that Gorham Savings Bank, the Falmouth Food Pantry, and several other local businesses have teamed up to do a collection drive for the Pantry in February. This notice has been posted on the Business Events webpage, sent to Town e-subscribers, posted on front page of Town's website, and will be included in the Town's cable TV notices.

Theo mentioned that the Greater Portland Economic Development Corporation is planning to do outreach to businesses in the six participating communities, including Falmouth. Using a Hoovers database, the Town Manager and himself identified a dozen potential businesses in three size categories to do outreach with. The central question to these businesses will be: how can the GPEDC be helpful in making these businesses be even more successful?

Theo handed out the draft list of targeted businesses. He mentioned that the outreach team would consist of the Town Manager, a private sector board member of the GPEDC, and himself.

It was asked what the leave behind was at these meetings. Theo said that a one-pager had not yet been developed, but was on the agenda for the subcommittee working on this for next week. He mentioned that outreach interviews were planned for March-April.

It was asked why the Town of Cumberland was not part of the GPEDC. Theo did not know this. He mentioned that the GPEDC was an outgrowth of the Metro Coalition which consisted of the same six communities as the GPEDC. The Metro Coalition was also responsible for initiating the regional crime lab and is slated to meet again soon to consider other regional collaborations. He suspected that the group wanted to start with a core area, which could expand in the future depending on interest and opportunity.

The general purpose and make up of the GPEDC were discussed. Bill requested a listing of who is on GPEDC Board. Theo will provide that. He mentioned that the Board has a majority private membership representing the major industry sectors in greater Portland.

The group suggested that a leave behind on the FEIC be included in the GPEDC interviews. Theo will work on drafting a tri-fold flyer that provides some information on FEIC.

6. Next Meeting

Next meeting is Feb. 15th.

Agenda items are:

- a. Falmouth Annual Event Discussion
- b. Temporary Signage Feedback Review
- c. Business Resource Packet Review

The committee adjourned at 4:55 PM.

Draft Meeting Notes by Theo Holtwijk, February 3, 2012