

**FREEPORT ECONOMIC DEVELOPMENT CORPORATION
BOARD OF DIRECTORS
TUESDAY, September 24, 2013, 7:30 AM TO 9:30 AM
Freeport Community Center
MINUTES**

1. The meeting convened at 7:45 AM

In attendance: Wendy Caisse, Jeff Zachau, Jim Cassida, Sarah Tracy, Adam Nappi, Corey Bouyea, Betsy Ruff, Mark Malone

Absent: Drew Sachs, Candice Rinaldi, Peter Troast, David Latulippe, Chip Gray, Clay Bouton

2. Introductory comments

Wendy stated that she would run the meeting in Drew's absence, and apologized for the late start.

3. Consent Agenda Items:

1. Approval of MINUTES of August 27, 2013 meeting

2. Acceptance of FINANCIAL STATEMENT for period ending August 31, 2013.

Keith stated that this was the first Board Meeting at which the new "consent agenda" policy was being utilized. He asked if any of the Board members wanted either of these items taken off of the consent agenda for discussion. Seeing none, Jim Cassida moved approval of the consent agenda, and Jeff seconded. The vote was unanimous of all those present and voting.

4. Executive Director's Report

Keith thanked the board members for participating in the performance review of his first year as ED. In accordance with the discretionary spending policy, he disclosed that he had spent \$100 to co-purchase advertising space in the program for the Train Riders Northeast Annual Meeting, set to take place in Brunswick. He described the Train Riders Northeast as an organization which was critical in bringing the Downeaster to Freeport. He showed the board a copy of the ad, which encouraged riders to visit Freeport, and featured the logos of Freeport Train Station, The Chamber of Commerce, and FreeportUSA, as well as FEDC.

5. Discussion on Draft FEDC Marketing Plan

Keith presented a Draft of the Marketing Plan. He explained that it would be an ambulatory document, changing as new ideas and opportunities arose, but wanted to get feedback from the Board at this point. The Board discussed the implementation of the plan, which Keith indicated was encompassed in the "Tactics" section. Corey stated some concern because the plan anticipated a broad audience and message, but had a short tactics list. Mark recommended starting with our inventory of property & vacant space, and using that as a tool for communicating, rather than trying to reach out to businesses we could not currently accommodate. Mark also recommended being more specific in the target audiences. For example, when targeting "retailers," he suggested looking at Kittery and North Conway to figure out who has a retail business in those communities, but not in Freeport. Adam suggested adding Finance Attorneys to our list of target audience, because they are often consulted early by business owners considering relocation or expansion. Other suggestions for revision and implementation strategy were made. Keith said he would take all these comments and continue to work with the plan, and will also begin to pursue some of the strategies it describes.

6. Executive Session

The Board entered executive session at 8:40.

7. Adjourn

The Board came out of executive session and the meeting adjourned at 9:30.