

**FREEPORT ECONOMIC DEVELOPMENT CORPORATION  
BOARD OF DIRECTORS  
TUESDAY, February 25, 2014, 7:30 AM to 9:30 AM  
Freeport Community Center  
MINUTES**

**1. The meeting convened at 7:40 AM**

In attendance: Wendy Caisse, Adam Nappi, Chip Gray, Jeff Zachau, Mark Malone, Jim Cassida, David Latulippe, Corey Bouyea, Betsy Ruff, Sarah Tracy  
Absent: Drew Sachs, Peter Joseph, Candice Rinaldi  
Guest: Roben Voigt

**2. Introductory comments**

Wendy had no introductory comments.

**3. Consent Agenda Items:**

**1. Approval of MINUTES of January 28, 2014 meeting**

**2. Acceptance of FINANCIAL STATEMENT for period ending January 31, 2014.**

There were no questions or comments on the consent agenda items. Jim moved and Chip seconded approval of the consent agenda items. The vote was unanimous of all those present and voting.

**4. Executive Director's Report**

Keith mentioned that he had assisted the Planning Department in their continued work on the parking issue by completing a valuation analysis of the parking spaces in the village district. Keith told the board there he has been working with a new tailoring/alterations business that will be opening soon on Route 1 South, and he is very excited for this entrepreneur, who has show great resolve and dedication in trying to make her business a reality. Councilor Tracy asked if she could announce this at the council meeting, and asked for more information. Keith said he would provide it. Keith also described the planning board meeting from earlier in the month, at which he had presented the Vision 2025 Plan. Following the presentation, Donna Larson had pointed out that there was a great deal in common between Vision 2025 and the Active Living Plan.

**5. Membership Guidelines Discussion – Continued from Jan. Meeting**

Keith presented a draft of the application for board membership, with revisions based on comments received in the previous board meeting. He asked for any additional comments, and stated that he would like to begin making the application available for potential applicants as soon as possible. Adam suggested that the application should state FEDC's mission. Keith agreed, and said he would make that revision. Subject to that revision, the board approved the application and encouraged Keith to invite applicants to fill it out. Keith also mentioned that he wanted each current board member to fill out the application so that he would have basic biographical information that could be incorporated into a new "About Us" section on the website. Keith also sought feedback on the Membership Guidelines, and presented a memo detailing the current guidelines and the revisions that were made following the previous meeting. One revision was to eliminate one bullet-point guideline that seemed duplicative, based on the previous conversation. Sarah suggested that the focus on having a diversity of business backgrounds be expanded to include non-business backgrounds, including residents and taxpayers. Keith pointed out that one of the guidelines already stated that the board should strive to have a majority of its members be Freeport residents. Sarah recommended reinstating the deleted bulletpoint with some revisions so that it would be clear that the board would favor candidates with a diversity of backgrounds that could help FEDC fulfill its mission. The board agreed to this revision.

**6. Review of UPDATED Draft FY2015 Budget**

Keith presented a new draft budget with revisions based on comments received at the previous board meeting. Keith described the revisions that had been made, including the elimination of the part-time staff position. Based on comments about the marketing budget, Keith stated that he had increased marketing from \$400 to \$800. He also mentioned that since Vision 2025 is primarily a marketing plan, and many of its recommendations depend on increased marketing efforts, he thought more money should be allocated to marketing to make a realistic attempt to implement the plan. Mark Malone stated that \$800 still wasn't enough to do anything significant. Adam suggested a change to \$2500. Mark disagreed and suggested \$8,000 as a number for any real marketing campaign, which could be re-evaluated next year. Keith brought to the attention of the board that \$10,000 had

also been allocated for Economic Development Services, which could include additional marketing help, research/consulting help, or a temp/intern position. Keith stated a concern that with these additions, the total costs would require that the funding request would be higher than last year. David suggested that the marketing budget and a portion of the Economic Services line should come from reserves, especially since much of the previous year's budget for the Part-Time Assistant position was never paid. The board deliberated on a new request, and decided that FEDC should request funding from the council at \$95,000 for this fiscal year, and that any expenses above this amount should come from FEDC reserves. David moved, and Wendy seconded. The vote was unanimous of all those present and voting.

**7. Discussion in Preparation for FEDC's Town Council Workshop (on 3/11/2014)**

Keith reported that he intended to give a brief report to the council at the workshop that would focus on three topics: 1) FEDC's activities and focus in this year and next; 2) FEDC's efforts to improve cooperation, openness and transparency, and 3) the funding request for FY2015. He said that he would emphasize implementation of Vision 2025. He intended to discuss the available Board Member seat, and the changes to the board member appointment process as an example of FEDC's commitment to being more open and responsive to the community. He would also cite the presentation of Vision 2025 to the Planning Board, and other cooperative efforts to drive implementation of that plan. The discussion of our funding, Keith said, would follow largely the conversation that had taken place in the last few Board meetings, but that he would also discuss TIF funding and how FEDC's funding differs from other municipal departments because of TIF. Wendy brought up potential synergy with the Active Living Plan as another avenue for cooperative implementation of Vision 2025, and suggested that Keith also reference his quarterly reports, which have been the council's preferred method for continuing to let the public know what we are working on. Chip stated that Keith's message should focus on the integrity of the organization, discussing how FEDC Board members make up a strong part of the fabric of the Freeport Community and are not outsiders. Keith asked that as many Board Members as possible to please attend the workshop, and that he would send reminders via e-mail.

**8. Adjourn**

The meeting adjourned at 9:20.