

FREEPORT ECONOMIC DEVELOPMENT CORPORATION
BOARD OF DIRECTORS
TUESDAY, January 7, 2021 7:30 AM
Via Zoom
MINUTES

1. The meeting began at 7:30

Attending: Mary Davis, Dan Bacon, Candice Rinaldi, Leanne Nichols, Chip Gray, Rebecca Lizotte, David Lockman, Sarah Tracy, Jim Hendricks, Tawni Whitney,

Not Attending: Nikki Yanok, Caleb Stephens, Jim Cassida, Peter Joseph,

Guest: Ed Bradley

2. Introductory comments

Mary referred to the previous day's insurrection at the Capitol building in Washington. She praised the Freeport community for being a place where discourse and public discussion is civil, thriving and making the town stronger. She quoted a member of Congress who had said that maybe getting to work on the issues facing the country are "the elixir we need."

3. Consent Agenda Items:

1. Approval of MINUTES of December 1, 2020 board meeting

2. Acceptance of Financial Report for Period Ending November 30, 2020

Leanne moved and David seconded approval of the consent agenda. The vote was unanimous of all those present and voting.

4. Update on Strategic Planning Effort for Downtown - Scope of Work

Mary said that the council had funded the proposal to have Principal Group engaged in the downtown vision and planning effort. She talked about the Phase 1 schedule of work as proposed by Principal. Mary continued by discussing the organization/roles and responsibilities, describing the town as the project owner and FEDC as project managers. She asked for the board's feedback on the proposal. Dave said that it looked like a well thought out process and plan. Ed said that it was responsive to concerns expressed by the council. He felt it gave sufficient toles to organizations as "community connectors, but suggested reaching out to them and letting them suggest/appoint their own liaisons/representatives. MARY agreed. Sarah said that it also addresses a concern that it looks solely like an FEDC project. The council should be continuously engaged, and that the FEDC liaison should be doing it regularly at council meetings. Mary agreed, and said that it would help keep the project front-of-mind. Mary showed the proposed "community connectors" and asked for feedback. Leanne suggested a broader brainstorming session. Sarah suggested elected leaders from both parties. Mary showed the meetings/notifications slide which showed the Principal website as a central info hub. Ed suggested using the town's cable TV channel, and Sarah suggested prominent placement on the town's website. Chip said that part of the purpose of the community connectors is to engage a new generation of leaders. Save said that LL Bean would be glad to participate and recommended Kathryn Pratt, who helps set the direction of experiential strategy for the company. Mary agreed that Kathryn is a great fit ad said that she would keep the board informed going forward.

5. Decision for Funding for Camoin Fiscal Impact Study: \$12,000

Dan B. introduced it by talking about his experience with similar studies in Scarborough. He said that the study can look at different development types: residential, office, retail, etc. Mary said that the question of fiscal impact came up in the KV Enterprises development proposal. The planning board has said that this information would be useful to their work, as well. Mary explained that there were a couple of options for paying for this work. Dave asked whether Camoin, who was also hired by KV Enterprises was the best option. Keith said that he didn't think it was a problem since Camoin never completed or released any information on the KV project and their involvement had never really been a topic of discussion or issue. Ed Bradley asked about the difference between communities like Scarborough and Freeport and whether their work in Scarborough would be applicable and asked if the cost (\$12,000) was within what the market would charge for this work. Dan said that the study would be done with very Freeport-specific information, but that an RFP could set the market for what these studies should cost. The board encouraged the use of an RFP. Sarah agreed and said that transparency would also be important. Dan agreed. Keith expressed concerns about the RFP adding additional time to getting it done, and

that the planning board had been hoping for the information sooner rather than later. Dave said that it shouldn't take too long with the scope.

6. Decision on Funding for CoSo, LLC, Grant Prospect Research: \$2,500

Mary described the proposal from CoSo, LLC, which is for grant research to identify grants. She mentioned that Keith had concerns that even if grants were identified, the question of who would do the applications and pursuit of the grants remains. Ed suggested Janelle LoScuito. Keith said there may be other grantwriters who could be hired to pursue some of the grants. Leanne moved and Chip seconded approving the \$2500 expense for CoSo LLC.

7. Strategic Agenda

1. Experiential/Coordinated Marketing

Mary asked Tawni to provide an update on Street Gang activities. Tawni said that downtown looked great for the holidays, and that many businesses were saying they had seen activity.

2. Residential Development/Diversifying Uses: Planning Board Meeting Update

Leanne summarized the meeting. The planning board had positively received FEDC's recommendations for zoning ordinance changes on density, mixed use and height, and would be moving toward a public hearing in February. Dave asked whether or not parking would be an issue that will be explored. Keith said that the parking changes that went into effect in 2019 have not yet been tested to determine whether they were appropriate or need to be changed, and until then the town would not likely want to re-visit the question. Sarah asked about the sewer district. Keith detailed changes to their fee policy that will be in effect for 2021. Jim Hendricks said that more needs to be done. Rebecca shared her experience with the car wash construction, that the sewer district was reasonable to work with but added substantial time to the project. Still she felt that a 30 percent reduction is a significant change that will have an impact. Ed Bradley said that he hopes FEDC can push the sewer district to do more to help community projects like Meetinghouse Arts. Mary summarized by saying that she has had the board suggest that parking and the sewer district are still priorities.

8. The meeting adjourned at 9:05 AM.