

Arundel Economic Development Committee

Draft Minutes

December 11, 2012 at 7:00 PM
Code Enforcement Office Town Hall
468 Limerick Road

Members in Attendance: John Bell, Jen Burrows, Ira Camp, Sam Hull, Linda Zuke

Other Attendees: Todd Sea, Town Manager, Tad Redway, Town Planner

Call to Order: Chairman Camp called the meeting to order at 7:45 pm.

I. Approval of Minutes –November 20, 2012. Ms. Zuke noted that the Leia Lowery’s name had been misspelled on page 2. Ms Zuke made the motion to approve the minutes of November 20, 2012 with the spelling corrections. Mr. Camp seconded and the motion passed unanimously.

II. Review of Marketing –Branding Study RFPs:

Six proposals were received for the advertised Arundel Market & Branding Study. Submitters included *Avant Marketing Group* from St Louis Missouri; *ChandlerThinks* and *DiMario Associates* of Hendersonville Tennessee and Long Beach California; *The Chesapeake Group* of Baltimore, Maryland; *Glen Group* and *Arnett Development Group* of North Conway and Concord New Hampshire; *Nancy Marshall Communications* and *Planning Decisions* of Augusta and Portland Maine; and *NorthStar Destination Strategies* from Nashville, Tennessee. Committee members received copies of the proposals on December 5th and 6th for their consideration.

A proposal from *Arnett Muldrow Associates* of Greenville, South Carolina was received on December 4, 2012 at 0845 hours, after the December 3, 2012 1600 hour submission deadline. Mr. Redway presented the consultant’s explanation for the tardy delivery. After substantial discussion, the Committee determined, with regret, that late submission could not be accepted for consideration.

Motion: Mr. Camp moved and Ms. Burrows seconded that the motion that the proposal from *Arnett Muldrow Associates* shall be rejected because it arrived after the submission deadline and that the Town Planner shall return the unopened proposal to the consultants.

Vote: Unanimous in favor of the motion.

Mr. Redway presented a matrix documenting how each of the six accepted proposals addressed each of the requirements in the *Arundel Market and Branding Study Request for Proposal* release dated October 23, 2012. The Committee spent considerable time evaluating each of the proposals and comparing Committee members prepared notes and observations.

Motion: Mr. Camp made the motion that *The Chesapeake Group, Glen Group/Arnett Group, and NorthStar Destination Strategies* to be interviewed on January 2, 2013 for consideration of the contract award for the *Arundel Market & Branding Study*. Mr. Bell seconded the motion.

Vote: Unanimous in favor of the motion.

The Committee determined that the interviews were to be conducted during the day at the Zuke residence at Log Cabin Road. The Town Planner was instructed to set up the times of the interviews and the selected consultants have the option of making an in-person presentation or arrange for a digital interview via a *GoToMeeting* connection or phone conference call

The Planner was also instructed to notify the unsuccessful candidates and express the Committee's appreciation for their efforts and outstanding presentations.

Committee members will forward their 2-3 questions to be asked the consultants to Mr. Bell who will compile them for group consideration and approval. Mr. Redway will prepare a scoring matrix and point assignments for the selection criteria enumerated in the RFP.

III. Progress Report: *Public Workshop for Proposed Townhouse Corner District Discussion with Action*

Mr. Camp reported that he has not yet be able to arrange the Kennebunkport Historical Society headquarters as the venue for the January 9, 2013 community design workshop on the proposed *Townhouse Corner Mixed Use District*. Ms. Burrows stated that she could secure the Congregational Church at Townhouse Corner as an alternative venue.

Town Manager Shea advised the Committee that an official Town meeting concerning a potential zoning change should be held in Arundel rather than an adjacent municipality. Available alternative meeting locations were explored by the Committee with many options eliminated due to accessibility heat and space limitations. M.L. Day School is a possible alternative venue; however the Committee is insistent that the workshop be conducted in the neighborhood affected.

Ms. Zuke will explore the feasibility of using the former Forefathers facility and Mr. Shea will inquire whether with Houston Furniture ~~as to their~~ would be interested in hosting the event. Mr. Redway ~~and Mr. Shea~~ will be responsible for public notifications.

IV. New Business

Mr. Shea informed the Committee that the upcoming vote on the RSU 21 formula for cost sharing of new facilities debt and over-EPS operating costs in Arundel, Kennebunk and Kennebunkport, scheduled to take place on or before April 15, 2013, is intended to bring all three towns closer to parity. If passed, it will substantially reduce the impact of future education costs for Arundel taxpayers and should be publically supported by local officials and boards. The EDC pledged to assist in disseminating the facts to all Arundel residents by all means

possible. Mr. Hull ~~insisted~~ suggested that a special effort be made to reach out to those citizens who advocated for dissolution of the RSU in the November election ~~informed the Committee that the financial arrangement in the RSU 21 Reapportionment Agreement will be very advantageous to the Town of Arundel and should be publically supported by local officials and boards. The EDC pledged to assist in disseminating the facts to all Arundel residents by all means possible. Mr. Hull insisted that a special effort be made to reach out to those citizens who advocated for dissolution of the RSU in the November election.~~

Next regularly scheduled meeting will be February 12, 2013.

Adjournment: Mr. Camp made a motion to adjourn at 10:19 PM, seconded by Mr. Bell, unanimously agreed by the membership.

I hereby certify that the above is a true and accurate record of the Economic Development Committee meeting of December 11, 2012.

Tad Redway, Secretary Pro Temp