

# Arundel Economic Development Committee

## Minutes

**July 9, 2013 at 6:00 PM**  
**Mildred L. Day School Library**  
**600 Limerick Road**

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

**Other Attendees:** Tad Redway, Town Planner

**Call to Order:** Chairman Camp called the meeting to order at 6:25 pm.

### **I. Approval of Minutes**

It was decided to postpone approval of the minutes of the March EDC meeting until the next regularly scheduled meeting of the EDC. Chairman Camp moved to approve the minutes of the meeting of April 2<sup>nd</sup>. Ms. Burrows seconded and the motion passed unanimously with the exception of Ms. Bates, who abstained from voting since she was not an EDC member on April 2<sup>nd</sup>. Ms. Zuke moved to approve the minutes of the meeting of June 18<sup>th</sup>. Mr. Hull seconded and the motion passed unanimously. Chairman Camp moved to approve the minutes of the meeting of June 27<sup>th</sup>. Ms. Burrows seconded and the motion passed unanimously.

### **II. Arundel Marketing & Branding Study**

A brief discussion was held to recap The Chesapeake Group's presentation to the Board of Selectmen on July 8<sup>th</sup>. The consensus of the EDC was that the presentation had been well received by the Board of Selectmen. Mr. Hull felt that improvements in the education system should have been emphasized more than they were. Mr. Hull also stated that in his opinion the proposed Center for Performing Arts which is planned to be build in Kennebunk should have been included in the presentation. He stated that when he talked to Mr. Kohn of The Chesapeake Group he had the impression that Mr. Kohn was not aware of plans for the facility. Mr. Bell and Chair Camp commented to the effect that they were also not very familiar with plans for the facility, so it should come as no surprise that Mr. Kohn had no knowledge of it. Mr. Hull then gave the committee a briefing on the plans for the Performing Arts Center.

In regards to the branding study, Chair Camp asked if anyone at the meeting had received the list of tag lines from Mr. Kohn. Mr. Redway stated that he should be able to distribute the list to the EDC members the following day.

Chair Camp stated that he thought the next step in the study would be for each member of the committee to list his/her preferences from the tag lines and return them to the Town Manager for forwarding to The Chesapeake Group.

Mr. Hull raised the question of what should be the next step in the study process. Mr. Bell commented that we should get clarification from Mr. Kohn as to whether we would receive a final report, and that perhaps it was time to consider meeting more than once a month. Chair Camp responded that we had met three times in the last three weeks.

Mr. Hull stated that he did not want to see the committee wasting time on proposals which had no merit, and that he felt that the proposal to investigate desalination was such a proposal. He inquired of Mr. Bell whether he thought it was a waste of time pursuing development of the Biddeford Airport. Mr. Bell responded that it depended on whether the Town Manager had received any response from Biddeford regarding his proposal to set up a regional airport authority. He said he thought the airport could be a significant asset to Arundel, but only if the Biddeford City Council were to change direction on the airport and start using some of the Federal funds which were available for maintenance and improvements.

Ms. Zuke suggested a meeting with Alan Casavant, the mayor of Biddeford might be helpful. Ms. Burrows suggested that an article in the local press might be helpful in pressuring the Biddeford City Council to take some action on the Airport. Ms. Bates suggested contacting John Bubier, the Biddeford Town Manager for a discussion. Mr. Bell also stated that the airport was self supporting, with revenue from avgas sales and hangar rentals, and taxes on privately owned hangars and aircraft. A short discussion followed about accessing the airport from Arundel.

Mr. Hull raised the question of why a warrant article was submitted at the last town meeting to permit residential development in the business zone adjacent to the airport. Mr. Bell stated that this could cause problems in the future because the development would be in the approach zone to Runway 06 and could lead to complaints of noise. Mr. Redway countered that the warrant article actually only affected two lots of land which were either too small or too wet to be practical for business use, and the article was designed to help out homeowners on Proctor Road and Old Post Road.

During further discussion, Mr. Redway stated that he was not sold on the idea that the airport would provide any benefit to Arundel. Mr. Bell countered that it made no sense to allow residential construction in this area until we were further along with the study and had a better idea of what might be done with the airport.

Ms. Bates suggested that the EDC encourage Arundel staff to meet with Biddeford staff to determine what opportunities might be available at the airport. Ms. Zuke suggested forming a sub-committee for this purpose.

Mr. Hull then suggested that the Town Manager consult with The Chesapeake Group about finalizing the Implementation Plan, and possibly including such items as the Performing Arts Center, so that the EDC can determine priorities in moving forward. Ms. Burrows and Ms. Bates stressed the point that existing businesses should not be neglected in the plan. Mr. Bell suggested that individual EDC members submit their priorities to the Town Manager, and Mr. Hull suggested that that would enable the Town Manager to finalize the Implementation Plan with The Chesapeake Group.

It then became evident that many members of the committee had not been given a complete copy of the Implementation document. Mr. Hull stated that he would email the missing part of the document to all the EDC members. Mr. Redway suggested that the committee should agree on the areas of opportunity before tackling the problems of implementation.

After a lengthy discussion about ag-tourism and whether the consultant would provide cost-benefit analyses for any proposed implementation plans, Chair Camp stated that he would request that the Town Manager contact Mr. Kohn to find out what the next move should be. The committee agreed and Mr. Redway said he would pass the message to the Town Manager. Mr. Hull stated that he would request that the Town Manager provide a complete set of documents received from The Chesapeake Group to all members of the EDC so that everyone was on the same page. It was agreed that this should be accomplished before the committee takes any further action.

### **III. Townhouse Corner District**

Mr. Hull said that he was concerned that the EDC was developing “mission creep” and proposed the following motion:

Whereas, the purpose and duties of the Arundel Economic Development Committee (“EDC”) are clearly defined in the Bylaws established by the Arundel Board of Selectmen and,

Whereas, duties that may be requested of the EDC that fall outside those so enumerated in the Bylaws are wasteful of the time, energy and capabilities of the EDC members,

Therefore, I move that the EDC shall immediately remove itself from involvement in any and all activities deliberations or considerations that are not essential to the fulfillment of the Purpose and Duties of the EDC. This includes but is not limited in the future, to matters such as an EDC review and/or recommendations of zoning ordinance proposals relating to the Townhouse Corner District.

Ms. Burrows seconded the motion. Mr. Bell said that he would like to know how anyone could define what is “essential to the EDC.” After Mr. Hull stated his reasons for submitting the motion, Chairman Camp said he felt the motion was too broad and that items before the EDC should be voted on individually. After further discussion, the committee voted unanimously to defeat the motion. Ms. Zuke then submitted a motion that the EDC was done working on Townhouse Corner. Mr. Hull seconded the motion. Mr. Redway asked if the EDC would like to submit any recommendation to the Planning Board regarding the Townhouse Corner. Chairman Camp suggested that the EDC recommend that the District be changed to mixed use. Mr. Hull moved to amend the motion to recommend to the Planning Board that the Townhouse Corner District be changed to mixed use. Mr. Bell seconded the motion and it was passed unanimously.

## **VI. Progress Reports**

### **1. Family Farm Day**

Ms. Zuke reported that Family Farm Day would take place on September 14<sup>th</sup>. She stated that she had been organizing an obstacle course race, but was not in a position to report on other activities which were also being organized at this time. She did state that Family Farm Day would be an all day event, and it would take place at the Old Chapel area and at Kate’s Butter.

### **2. Business Vacancy Information**

Mr. Bell stated that acting on the idea of Ms. Zuke, he had set up a page on the town's web site where people could list commercial properties or buildings for sale or lease. He also stated that no listings had been submitted to date. Ms. Burrows asked if we should notify local realtors about the web page, and Mr. Bell responded that it would be a good idea to get a letter out to local agents. Mr. Bell also suggested the possibility of setting up a lost & found page on the website, but Ms. Zuke stated that that function was already well covered in the local area using a York County Coast Star Facebook page.

Ms. Zuke recommended that the EDC have its own Facebook page, and offered to administer it if it was approved by the Town Manager. Mr. Bell offered to provide a link to the Facebook page on the town's website. Ms. Zuke stated that Facebook had some excellent marketing features which might prove useful to the EDC and Ms. Burrows said it was an excellent connection to a younger generation.

Chairman Camp moved that the EDC request permission from the Town Manager to set up a Facebook Page to be administered by Ms. Zuke. Mr. Hull seconded and the motion passed unanimously.

## **VII. New Business**

### **1. Letter to Dana Peck**

Mr. Bell asked the Chair if he had written the letter to Dana Peck which was suggested at the last meeting, to thank Mr. Peck for his services to the town and to see if he might be interested in serving on the EDC. Chairman Camp read the letter, which was approved by the committee, and Mr. Redway offered to mail it the following day. The letter is attached to this document as a reference.

### **2. Parking for the Eastern Trail**

Mr. Bell asked Mr. Redway if he knew of any progress in purchasing land adjacent to the Eastern Trail to be used for parking and access. Mr. Redway stated that the landowner had been approached by the Town Manager, but that little had been achieved. Mr. Bell stated that he had researched the town's tax records and had located 8 parcels of land which appeared to be undeveloped and were contiguous with both the Eastern Trail and either Mountain Road or Limerick Road. Mr. Redway said he would take the information under advisement, but notified the committee that he believed that most of the realistic options for accessing the trail had already been looked into.

Mr. Hull noted that the town should be looking beyond just access to the trail and should consider the possibility of providing space for vendors serving the trail's users. Mr. Redway notified the committee that he had proposed a change in the land use ordinance to allow such use, but it was not supported by the local landowners and was dismissed by the Planning Board. Ms. Burrows and Mr. Hull suggested that it should be brought up again and possibly included in Chesapeake Group's Implementation Plan. Mr. Redway agreed and also notified the committee that Kennebunk was planning a major access facility for the trail in West Kennebunk.

**VIII. Adjournment**

Ms. Bates moved to adjourn the meeting, seconded by Ms. Zuke, and the meeting was adjourned at 8:25 pm.

I hereby certify that the above is a true and accurate record of the Economic Development Committee meeting of June 18, 2013.

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John Bell, Secretary