

Arundel Economic Development Committee

Minutes

April 8th, 2014 at 6:00 PM

Weirs Motors Conference Room

1513 Portland Road

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

Other Attendees: Todd Shea, Town Manager, Denise Clavette, Director KK&A Chamber of Commerce

I. Call to Order: Chairman Camp called the meeting to order at 6:20 pm.

II. Approval of Agenda: Mr. Bell moved to approve the agenda. Mr. Camp seconded and the motion passed unanimously.

III. Public Comments: Other than Ms. Clavette, no members of the public were in attendance at this meeting.

IV. Approve minutes of 3/8/14: Mr. Camp moved to accept the minutes of the meeting of 3/8/14. Mr. Hull seconded and the motion passed unanimously.

V. Introduction to and discussion with Denise Clavette, KK&A C of C Executive Director, on collaboration between the Chamber and the EDC: The Town Manager introduced Ms Clavette and invited her to address the Committee. After a brief review of her personal and professional history, Ms Clavette described her work for the Chamber. She noted that it was a unique position because the chamber serves three towns; Kennebunk, Kennebunkport and Arundel. Ms Clavette then gave the Committee a detailed description of the KK&A's new website, which is due to go on line around mid-May. She noted that the new website would focus more on attracting business to the area, rather than catering almost exclusively to visitors, as was the case with the existing site. She stated that the new website would provide a balanced presentation for the three towns it represented and that connectivity would be provided to the individual websites of Kennebunk Kennebunkport and Arundel. It would also feature a monthly article about a local business. Ms. Clavette fielded several questions from the Committee about the website and related issues before completing her presentation.

Ms. Zuke noted that although Arundel had a considerable list of active businesses, very few were members of the C of C. She stated that although the C of C was planning a membership drive, the drive would not take place until after the new website was activated. Mr. Hull suggested using the newly developed EDC newsletter to promote the C of C. Ms Bates suggested that if the EDC were to hold a forum on how to conduct business in Arundel, that also could be an

opportunity to promote the C of C. Ms. Clavette stated that twenty four Arundel businesses were C of C members.

VI. Discussion of Business Guidance Package with assignment of responsibilities: The Chair noted that the purpose of the package was to provide guidance to anyone intending to locate or expand a business in Arundel. The Town Manager stated that he did not intend to actively pursue development of the guidance package until after the June election. He noted that approval of proposed changes in Arundel's business zones would essentially nullify a guidance package if it were produced immediately. Ms. Bates asked if Staff would definitely be taking the lead on the Guidance Package, and the Town Manager answered in the affirmative.

Mr. Hull asked what would be the Chapters in the Guidance Package. Mr. Shea said that at the staff level, it should include what a prospective business can do and where. He suggested that the EDC might include sections on what advantages were to be had by locating in Arundel. Mr. Camp suggested that contact information should be included. Ms. Bates suggested that the guide should show the sequence of events that need to be complied with. Mr. Hull suggested including financing resources. Mr. Bell reminded the Committee that at the last meeting Ms. Bates had provided the Committee with URL's for similar documents which had been developed in Portland and Brewer, and suggested using the Portland document as a reference. Ms. Bates stressed that any guidance document must be kept short.

Ms. Bates suggested producing a program called "How to do business in Arundel" or "Consider opening your business in Arundel" with a panel that includes Town officials from Planning and Code enforcement, an Engineer, Denise Clavette, and someone successfully operating an Arundel business. Ms. Bates stated that such an event could be successfully promoted with media releases and a concerted effort by the EDC to work the phones to assure a good turnout. She also said the event could be held at Seashore Trolley Museum, where parking is plentiful and there is room on the first floor. Mr. Shea suggested a coordinated marketing effort by Arundel, Kennebunk and Kennebunkport, and also notified the Committee that he had been approached by the County Manager to see if Arundel had any interest in participating in a marketing study for York County.

VII. Discussion of signage on Maine Turnpike: The Town Manager reported that he had testified before the Transportation Committee of the State Legislature the previous week in opposition to a bill which would have removed Arundel's signs from the Maine Turnpike. He stated that under proposed guidelines, any Maine Town with less than ten thousand residents would not be entitled to a sign. Mr. Shea felt that he had been successful in convincing the legislators that since Arundel was only .3 miles south of the Biddeford interchange, Arundel should be entitled to signage at the Biddeford Exit. However he stated that he could not convince them to approve a sign at Exit 25. Mr. Bell suggested that if Arundel were to pursue economic development activities in conjunction with Kennebunk and Kennebunkport, a sign at Exit 25 would be essential, and that a conversation should be had with Arundel's State Representative to press this point. Mr. Shea said that he would contact the State Representative in this regard.

VIII. Availability of current assessed property values on Town's website: The Town Manager notified the Committee that current tax assessments were now available on the website in the form of an Excel spreadsheet. He stated that the Assessor was working on assigning a unique identifying number for each account, as had been requested by Mr. Bell.

IX. Discussion of website enhancement: Mr. Bell asked Mr. Camp if he had been able to contact the web designer he had suggested using at the last meeting. Mr. Camp stated that he left the last meeting under the impression that the Committee did not want him to contact anyone. Mr. Hull said his recollection was that Mr. Camp would contact the web designer to see if he was interested in doing some work for the Town, but would not make any commitment to actually have the work done. Mr. Camp said he would contact the web designer.

Ms. Zuke noted that the EDC meeting had not been put on the Town Calendar. Mr. Shea said he would look into that. Ms. Zuke also noted that EDC minutes were missing from the website. Mr. Bell explained why the minutes were missing and Mr. Shea noted that minutes were not required to be posted on the website as long as they were available to the public on request.

X. Discussion of EDC Newsletter: Mr. Hull notified the Committee that he and Ms. Zuke had designed a newsletter comprised of four sections.

1. Things happening within the EDC
2. News and happenings
3. Focus on an Arundel Business
4. Promotion of the C of C

Mr. Hull noted that the newsletter would be produced quarterly and be mailed out with the current copy of The Arrow. Section 3 of the first edition would focus on Melissa's Mighty Finds and Spotted Horse Tack, which share the same retail space.

XI. Schedule Next Meeting: The next meeting of the EDC was scheduled for May 13th, 2014 at 6:00 pm. After fielding complaints about Town Hall facilities, Mr. Shea said he would try to get permission from the Board of Selectmen to continue holding meetings at Weir's.

XII. Adjournment: Mr. Camp moved to adjourn the meeting, seconded by Mr. Bell, and the meeting was adjourned at 7:45 pm.

I hereby certify that the above is a true and accurate record of the Economic Development Committee meeting of April 8th, 2014.

John Bell, Secretary

