

Arundel Economic Development Committee  
**Minutes**  
**March 11, 2014 at 6:00 PM**  
**Mildred L. Day School Conference Room**  
**600 Limerick Road**

**Members in Attendance:** Ira Camp, Jen Burrows, Linda Zuke, Sally Bates, Sam Hull, John Bell  
**Other Attendees:** Todd Shea, Town Manager, Jason Nedeau, Selectman

**I. Call to Order:** Chairman Camp called the meeting to order at 6:17 pm.

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

**III. Public Comments:** No members of the public were in attendance at this meeting.

**IV. Approve minutes of 2/11/14:** Ms. Bates moved to accept the minutes of the meeting of 2/11/14. Ms. Zuke seconded and the motion passed unanimously, with the exception of Mr. Hull who abstained due to his absence at that meeting.

**V. Economic Development Plan:**

a) Establish Schedule for Completion: Mr. Hull enquired of the Town Manager if there had been any feedback from the submission of TCG's Final Report. Mr. Shea replied that the only feedback he had heard was from Mark Pinette, who was happy to see the emphasis on agriculture in the report. Mr. Shea also stated that he would contact the Selectmen again to see if they had any feedback. Ms. Zuke noted that she had also had no feedback from posting information about TCG's report on the EDC Facebook page.

Mr. Hull enquired if the Town Manager and the Town Planner had discussed having Mr. Kohn return to Arundel to make a presentation on the report. After a brief discussion, the Committee agreed that it would be counter-productive to have Mr. Kohn return to make a presentation.

The Town Manager stated that although he had hoped to see the Economic Development Plan completed by May 31<sup>st</sup>, the heavy workload on staff resulting from re-writing the Land Use Ordinance and preparing for the March and June Town Meetings would necessitate its delay. He suggested that the Committee move forward using the outline that had been generated by the Town Planner, but that he did not expect the Committee to write the report. When asked by Mr. Hull for a tentative completion date, Mr. Shea suggested the end of August would be a realistic

date to shoot for.

b) Define and Establish Committee & Staff Areas of Responsibility: Mr. Hull asked the Town Manager which sections of the outline would the Committee be responsible for. Ms. Bates replied that Mr. Redway had stated at the last EDC meeting that he would draft the report. Mr. Hull suggested that items such as Chapter VII – “Strategies” perhaps should be addressed by the Committee rather than staff. The Chair stated that he had planned on asking Mr. Hull to provide some input on certain items which he had expressed an interest in previously, and that the Committee should feel free to express their opinions to staff regarding any part of the outline.

Discussion followed concerning which areas of the Economic Development Plan would be written by staff, which areas had been covered by TCG’s report, and which might be suitable for the committee members to generate. Mr. Hull offered to develop the Strategies section, and Mr. Bell offered to update sections of Chapters 2 and 3.

Mr. Bell informed the Committee of some of the difficulties associated with keeping previously written sections of the Economic Development Plan up to date. The Town Manager agreed to direct the Tax Assessor to make a minor change in the property tax spreadsheet on the Arundel website to facilitate such updates.

## **VI: Progress Reports:**

- a) CMP & Seasonal Cottage TIF: The Town Manager reported that a Town Meeting would be held on March 24<sup>th</sup> to approve the CMP TIF. He stated that income from this project would primarily go toward fire equipment which would benefit the town as a whole in addition to providing protection for the power line. Discussion followed as to whether the EDC should promote the passage of the CMP TIF, but it was generally agreed that a better course of action was to attend the Town Meeting to support the project. Mr. Shea noted that no revenue generated by the TIF would accrue to CMP.

The Town Manager notified the Committee that TIF negotiations were ongoing with the Kennebunkport & Arundel Seasonal Cottage Preserve. He stated that as a result of the TIF proposal being extended from twenty to twenty five years, KASCP would realize an increase in revenue of \$2.6 million, and that Mr. Nedeau was to be credited with bringing this situation to his attention. He stated that he had proposed to the KASCP that their revenue from the TIF be reset to the originally agreed upon amount of \$7.3 million and that 25% of the revenues accruing to the town go into the General Fund. He also had proposed language that would nullify the TIF if development stalled for a certain length of time. Mr. Shea felt that there was still sufficient time to finalize the TIF agreement and take it to the voters at the June Town Meeting.

- b) Comprehensive Plan Committee: Ms. Bates enquired whether the letter written at the last EDC meeting to the CPRC had had any effect. Mr. Bell replied that the letter was definitely a contributing factor in influencing the CPRC to acknowledge that the re-zoning process should be done on a neighborhood by neighborhood basis, and that it should be

presented to the voters as separate warrant articles. Mr. Shea stated that the CPRC would focus on the DB1, DB2, and Townhouse Corner Districts and, if possible, the Gateway District. He stated that he had stressed to the Chairman of the Planning Board the necessity to get these items before the voters at the Town Meeting scheduled for June, and that deadlines had been set to ensure that this happens. He stated that the goal for 2015 would be for a complete “repeal and replace” of the town’s Land Use Ordinance.

Ms. Burrows noted that at the last Planning Board Meeting there had been some opposition from residents who did not want to see their residential property in the DB1 & DB2 zones rezoned for commercial use. Mr. Bell noted that the CPRC had held a public hearing concerning the DB1 and DB2 zones. He stated that the hearing generated a lot of questions from the public, but that it was difficult to gauge public sentiment about the rezoning.

Ms. Zuke said that the question of Architectural Standards for the Town House Corner District had been raised at the last Planning Board meeting, and that the Planning Board had instructed the Town Planner to reduce the scope of the standards. She stated the importance of having the standards re-written before the next Planning Board meeting.

## **VII: Discuss & Establish Future Activities and Role of EDC:**

- a) Promotion of Arundel Business: The Town Manager stressed the fact that due to the amount of work involved in preparing for the upcoming town meetings, it would not be possible for staff to participate in more than one EDC meeting per month. He stated that nonetheless, it was perfectly acceptable for subcommittees or individuals to continue work outside of the EDC. Discussion followed of an EDC newsletter, and website enhancement. Mr. Camp said that he knew of a website designer who might be interested in helping out. Mr. Hull expressed his concern that the committee not commit to anyone without first exploring a number of possibilities. Mr. Shea said he would explore some different avenues.

Ms. Zuke suggested that the website could use some more professional photographs, and suggested a competition to develop a portfolio. Ms. Bates said she had organized just such a competition in Bangor. She said that critical to the success of the competition was having a good jury to judge the work, and giving the entrants a chance to show their work. She also said that moderate cash prizes had been offered to three winners. Ms Burrows offered to organize a similar competition if Ms. Bates would offer advice and help. A number of suggestions were made for possible venues for a public display of photographic entries.

Ms. Zuke asked if she were to produce an EDC newsletter on a quarterly basis, could it be mailed out with the quarterly edition of The Arrow. The Town Manager answered in the affirmative. Mr. Hull offered to help with the reporting & writing of the EDC Newsletter, which would also be posted on the Town website and could be distributed through various email address lists. Ms. Zuke expressed her frustration that so few Arundel residents would take the time to “like” the EDC Facebook Page. She then gave a technical dissertation on

“likes”, “sharing”, and “groups”, and emphasized the need for other individuals to “like” the Facebook page.

Mr. Shea notified the Committee that he thought business celebration events were an excellent idea. Ms. Burrows concurred. Mr. Nedeau suggested that the amount of \$1,200 be included in the FY 14-15 budget to cover miscellaneous expenses of the EDC.

- b) Business Assistance: Ms. Bates suggested that a booklet titled “How to Do Business in Arundel” be prepared which would provide advice and contact information for prospective and existing Arundel businesses. She also suggested the idea of a workshop to be held by the EDC which would provide for distribution of the booklet and discussion of the content. She stressed that both the booklet and the workshop be designed to assist both existing and startup businesses. Ms. Zuke suggested partnering with the KK&A Chamber of Commerce for holding the workshop and volunteered to spearhead such an effort.

Mr. Hull also suggested that the EDC develop both an electronic and hard copy version of a Business Guidance Package that could provide a roadmap for prospective businesses on the business approval process & steps that are needed to establish a new business in Arundel. He also suggested that we emulate the Kennebunk EDC, which offers to provide one of their members as a “Business Ambassador” to developers and new business owners and who serves as a guide and contact with them in their effort to establish themselves. Mr. Hull commented that if Arundel were to have such services it would help remedy the observation by the Chesapeake Group in their Market Study that business owners and developers in Arundel sometimes find our approval and permitting process confusing and redundant, and thus time-consuming and costly. Mr. Bell noted that a blank page existed on the Arundel website titled “The Permitting Process” which was supposed to contain this type of information, but which had never been developed. Mr. Shea said he thought he could get enough information from Jim Plamondon to develop some guidelines, and would try to have something put together for the next EDC meeting.

- c) Coordination & Assistance: Mr. Hull suggested a joint meeting with the Kennebunk EDC in an effort to avoid “reinventing the wheel.” It was suggested by Mr. Hull that contact be made with the Southern Maine Economic Development District and the Economic Development Council of Maine. The Town Manager agreed to contact these organizations to see what they have for resources and to inquire about membership. He and Mr. Hull agreed to attend their next meeting.

**VIII. Adjournment:** The next meeting of the EDC was scheduled for April 8<sup>th</sup> at 6:00 p.m. Ms. Zuke requested that the meeting be held in the conference room at Weir’s Motors in order to take advantage of Wi-Fi and a large screen TV which could be used for presentations. The Town Manager agreed. Mr. Hull moved to adjourn the meeting, seconded by Mr. Camp, and the meeting was adjourned at 8:15 pm.

*I hereby certify that the above is a true and accurate record of the Economic Development Committee meeting of March 11th, 2014.*

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*John Bell, Secretary*