

# Arundel Economic Development Committee

## Draft Minutes

June 12, 2012 at 7:00 PM

Code Enforcement Office Town Hall

468 Limerick Road

**Members:** John Bell, Jen Burrows, Ira Camp, and Linda Zuke

**Other Attendees:** Todd Shea, Town Manager; Tad Redway, Town Planner

**Call to Order:** Chair Camp called the meeting to order at 7:36 pm.

**I. Approval of Minutes:** Mr. Bell moved to approve the minutes of the May 31, 2012 meeting as written, seconded by Ms. Burrows. **Vote:** Motion passed by unanimous vote.

**II. Review, Amendment, and Adoption of the Bylaws:** Mr. Camp requested more information on the intent of Section 2.7 of the proposed Bylaws and whether the section grants any regulatory powers to the EDC. Mr. Redway explained that the EDC has no regulatory powers but should cultivate an advisory relationship with the Strategic Planning Committee and especially with the Planning Board since that body does formulate and regulate business zoning policy in the town.

Mr. Bell asked whether the Planning Board would be the proper venue to resolve disparities in commercial land use valuations that he has noticed in his research. Mr. Redway responded that such disparities should be forwarded to the Town Assessor, Beth Newcomb for consideration.

**Vote:** Mr. Camp made a motion to adopt the proposed Bylaws as written, seconded by Ms. Burrows. Motion passed unanimously.

### III. Subcommittee Reports

#### 1. Report on Town Website:

Ms. Zune and Mr. Bell reported that they had met with the Town Manager last week to discuss upgrading and modernizing the Town website as discussed at the May 31<sup>st</sup> meeting. Mr. Bell presented his proposed organizational chart for the website design.

Ms. Zuke introduced the concept of digitally live streaming meetings to the new website using a service that would provide the connections and digital archive space for an approximate fee of \$130 a month.

The Town Manager reported that he would be very interested in exploring the EDC proposals provided that Article 22 passed at Town Meeting (\$5,000 appropriation for website improvements).

#### 2. Presentation on Article 21 – Market Study Funding Request:

Pursuant to the Committee's May 31<sup>st</sup> directive, Mr. Redway presented a draft white paper justifying the purpose and the need for the appropriation request of \$25,000 for a market/.branding study. Such appropriation request is contained in Article 21 of the Town Warrant and will be voted on at Town Meeting on June 13<sup>th</sup>.

The Board discussed the white paper at length and determined that this white paper with revisions should be distributed to the voters at Town Meeting and that all members of the Committee should speak at the meeting covering a specific area of the white paper. Mr. Shea observed that Article 21

would be the only warrant article that could actually reduce the resident's taxes in the future. Mr. Camp also stated that he would edit the white paper and assign a section for each of the attending members to present at the Town meeting.

**3. Events:** Ms. Burrows reported that she had contacted a number of firms who are involved in promoting large festivals and events, such as American Professional Rodeo Association, JamFest, Red Bull and BMX extreme Sports events, to explore the possibility of holding such events in Arundel. Mr. Camp stated that he had connections at Ravex that could also be tapped to attract such a promotion to the Town. It was noted that many of these promotions attract up to 40,000 spectators. Events of this size do pose a logistics problem for Arundel, both in terms identifying a suitable host facility as well as adequate parking and access. The Committee discussed these issues for an extended period of time. It was determined that Ms. Burrows and Ms. Zuke would coordinate with the Town Planner to investigate likely sites for such events the following week.

#### **IV. Economic Development Work Plan:**

The Committee reviewed the work plan as presented but determined that it hinged on the fate of Article 21. Therefore the Committee would consider the workplan after the Ton Meeting results were finalized.

#### **V. New Business:**

There was no new business.

**Adjournment:** Mr. Camp made a motion to adjourn at 11:15 PM, seconded by Ms. Zuke, unanimously agreed by the membership.

Next regularly scheduled meeting: July 10, 2012.

*I hereby certify that the above is a true and accurate record of the Economic Development Committee meeting of June 12, 2012.*

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*Tad Redway, Secretary Pro Temp*