



AGENDA

Board of Directors Meeting

Tuesday – April 30, 2024

7:45a – 9:15a

Remote via Zoom

<https://us02web.zoom.us/j/88537289956?pwd=aUx3NTgxREJsa3JrU1YwcGZwUVlyUT09>

1. Welcome and Introductions

2. Consent Items

- a. Financial Report as of March 31, 2024 *(Attachment 1)*
- b. Draft minutes of February 27, 2024, Board Meeting *(Attachment 2)*

3. Updates

- a. Housing Task Force recommendations
- b. TIF updates
- c. New Business Openings
- d. Downtown Parking/Infill study update

4. 2024-2025 Draft Goals Discussion & Adoption

- a. 2024-202 Goals Draft *(Attachment 3)*

5. Adjourn

Attachment 1: **FINANCIAL REPORT AS OF MARCH 31, 2024**

Freeport Economic Development Corporation
Profit and Loss
 July 2023 - March 2024

		Total
Income		
Town Appropriation		107,205.00
Total Income	\$	107,205.00
Gross Profit	\$	107,205.00
Expenses		
Advertising/Marketing		79.13
Business Meals/Entertainment		7.74
Business Support Expense		1,524.46
Client/Public Meetings		87.78
Conferences/Trade Show/Training		657.57
Dues/Membership		185.00
Economic Development Services		5,000.00
Insurance		845.00
IT Services		115.00
Payroll Expenses		513.70
Fica/Medicare Exepenses		26,872.01
Gross Wages Ex. Director		52,884.48
Medical Insurance		5,914.74
Retirement Contribution 403b		11,264.58
Total Payroll Expenses	\$	97,449.51
Payroll Processing Fees		913.53
Professional Services		697.00
Total Expenses	\$	107,561.72
Net Operating Income	-\$	356.72
Other Income		
Savings Interest		7.16
Total Other Income	\$	7.16
Net Other Income	\$	7.16
Net Income	-\$	349.56



DRAFT MINUTES
Board of Directors Meeting
Tuesday – March 26, 2024
7:45a – 9:15a
Via Zoom

WELCOME AND INTRODUCTIONS.

Attending Board Members. Mark Malone, Ken Sparta, Stefanie Millette, Becky Doten-Lizzotte, Tawni Whitney, Candy Rinaldi, Leanne Barschdorf-Nichols, Nikki Yanok, Sarah Tracy, Dan Bacon

Not Attending. Jason Sulham, Mary Davis

Others Attending. Sophia Wilson, Dan Piltch, Brett Richardson

CONSENT ITEMS

The Financial report as of February 29, 2024, and the meeting minutes of the February 27, 2024, FEDC Board meeting were unanimously approved.

UPDATE.

Brett updated the Board that the Council approved the Wildewood affordable housing TIF district and CEA at their March 21 meeting. Brett updated the Board that the Varney Heights affordable housing project will likely be coming before the Project Review Board soon. FEDC had previously endorsed a TIF request for Varney Heights. Brett noted that the Housing Task Force recommendations would be taken up by the Council in April following the Planning Board public hearing and recommendation to eliminate the three story cap in VC1.

The Board discussed the housing task force recommendations. Brett provided background on the task force process to develop the recommendations over several months, which are closely aligned with FEDC's work with Woodard and Curran capital infrastructure planning the fiscal impact analysis provided by the GPCOG.

Mark inquired about the design review ordinance updates to improve clarity and predictability for developers and Board volunteers. Brett described planning activities to improve Freeport's process, including plans to hire a consultant to overhaul the design review and process. Mark inquired whether the planned improvements could take place before the Comp Plan update is completed in a year or two.

Tawni shared concerns about the perception of Freeport in the development community.

Stef wondered about the opportunity to tell stories about the residents who will live in new housing units to help educate the community on the benefits of new projects. New housing is about the people living new units, not the new buildings.

Becky highlighted the importance of the fiscal impact analysis and the need to find a way to elevate the tool to educate the community. Stef suggested doing a mailer to the community to reach segments of the resident population that do not regularly engage in Town activities and decision-making processes.

2024-2025 GOALS.

Brett initiated the discussion around FEDC goals for the coming year. He proposed a discussion and brainstorm during this March meeting based on the notes he provided in the packet. Brett offered to use the notes from today to draft Goals for the coming fiscal year 2024/2025 for Board discussion during the April FEDC meeting. FEDC typically has a workshop with the Council in May to align goals.

Brett offered his take that the goals for the coming year should stay focused on the work from the current year. Mark highlighted the need to stay focused on the Comp Plan update as an opportunity to guide Town priorities. The Board was supportive of staying the course on current priorities and projects. Dan Piltch shared his perspective that the goals are generally aligned with Council priorities for the coming year.

Mark inquired as to the status of conceptual staff changes that were discussed at the February meeting. Brett shared his understanding that conversations were ongoing. Candy asked, "Who makes the decision?" Sophie stated that the evaluation was a collaborative process to best position Freeport for success. Stef noted her hope for a

good outcome where the Town adds capacity but FEDC maintains a strong, independent voice. Mark shared his concerns.

ADJOURN.

At 9:07am, the Board exited Executive Session and adjourned.

Attachment 3: [DRAFT 2024/2025 FEDC GOALS](#)

2024/2025 Freeport Economic Development Corporation Goals

FEDC's mission is to partner with the community to promote sustainable economic growth that strengthens and diversifies the economic base and enhances the quality of life and unique character of Freeport.

1. Support Implementation of the Freeport Downtown Vision Plan

Execute Phase I projects as directed by Town Council to help facilitate appropriate development. Collaborate with Council, the Downtown Vision Task Force, Committees, Boards, and residents to advance community goals, including:

- Ordinance updates to streamline project review and permitting process;
- Town Tax Increment Finance Policy update; and
- Transit Oriented Development district development.

Be the community's economic development voice. Help drive Vision implementation and advocate for policies and priorities that will advance economic development that aligns with Town and community goals.

Be the Town's source for relevant economic data.

\$\$\$ Retain a qualified consultant to carry out a housing and commercial market study.

2. Diversify the Economy & Activate Spaces

Work with partners to optimize open and underutilized spaces with a diverse mix of high-quality uses. Generate leads and support new businesses through relevant Town approvals.

Stay in touch with property managers to facilitate matchmaking. Maintain regular contact with commercial owners, brokers, and managers to make introductions and understand opportunities and barriers.

Advocate for policies that will enable development of a diversity of downtown and transit-oriented development district residential projects. The Downtown Vision calls for 1,500 residents living within a short walk of Downtown to add year-round vitality

and support a dynamic mix of local businesses. 300 residents currently live in the village center. Freeport will benefit from high-quality housing developments that offer diverse unit types and price points within a short walk or bike ride to Downtown.

Identify financial incentives, policies, and programs to support public policy priorities. Appropriate building retrofits, upgrades, and conversions as prioritized in Comp Plan and Downtown Vision.

3. Facilitate Appropriate Development

Support Downtown Vision policy projects to increase predictability for Boards and applicants. Update ordinances and processes and identify parking strategies to enable infill development.

4. Advance Strategic Planning.

Play an active role in the Town's Comprehensive Plan update and place FEDC Board members on policy and planning work groups, committees, and task forces.

Be a trusted source of relevant data for Town's Boards, Committees, and community.

5. Ongoing Annual Goals

Respond to and track progress on development opportunities.

- Respond to inquiries regarding development in Freeport.
- Act as informational and support, activism to support development.
- Track all activity, report monthly to board on metrics.
- Retain contact database for periodic communication.

Setting Direction

- Manage annual strategic planning in first quarter of year.
- Set annual goals, bring to board for approval in first quarter of year.
- Work with town, council, and constituencies to communicate goals, influencing as needed to achieve goals, ongoing.
- Track progress to goals quarterly and report to board.

Board Management

- Set calendar annually. Manage monthly agenda, visitors and meeting each month.
- Deliver board materials to the board 5 working days prior to each meeting.

- Report appropriate metrics and achievement to goals quarterly.
- Inform board and president of appropriate information and involve as needed.
- Manage fiscal budget to goals and report monthly.