



AGENDA

Board of Directors Meeting

Thursday – May 9, 2024

7:45a

Remote via Zoom

<https://us02web.zoom.us/j/83875288117?pwd=RWFOTk54eGZSZ3kreVVUSHQ0NnVOdz09>

1. **Welcome and Introductions**
2. **Consent Items**
 - a. Draft minutes of April 30, 2024, Board Meeting *(Attachment 1)*
3. **Executive Session to discuss official Board positions**
4. **2024-2025 Draft Goals Discussion & Adoption**
 - a. 2024-202 Goals Draft *(Attachment 2)*
5. **Adjourn**



DRAFT MINUTES
Board of Directors Meeting
Tuesday – April 30, 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. Mary Davis

Others Attending. Brett Richardson

Vice President Dan Bacon opened the meeting in President Mary Davis' absence.

CONSENT ITEMS

The Financial report as of March 31, 2024, and the draft meeting minutes of the March 26, 2024, FEDDC Board meeting were unanimously approved.

Mark Malone inquired about the status of the staffing plans and budget for the coming year. Candice shared that FEDDC historically meets with the Town Council earlier in the year, typically March. Brett shared his experience that during his two years with FEDDC, the Board had met with the Council in May.

Mark shared concerns that previous discussions included potentially shifting economic development staff roles into the Town's department structure, and that with FEDC's long standing in Freeport, such a move should be discussed in depth. Mark shared his view that FEDC's independent structure was critical. Other members of the Board shared Mark's desire for more details and a thorough discussion of roles and responsibilities and related trade-offs.

Brett shared that he was aware that Mary was meeting with Town Manager Sophie Wilson soon and that his understanding was that there would be a FEDC workshop with the Council later in the month. Brett offered that a main goal of the morning's meeting was to endorse the draft goals for the coming year that were included in the meeting packet, but that based on the morning's discussion and lack of clarity on important questions, the Board should work through the staffing/structure discussion before voting on the goals, and therefore should schedule a special meeting prior to the Council workshop.

Becky suggested that the meeting should happen right away. Due to scheduling conflicts for Thursday, May 2nd, the Board agreed to schedule a special meeting on the morning of Thursday, May 9th at 7:45am via Zoom.

UPDATES

Housing Task Force recommendations. Brett updated the Board on recent housing policy actions. The Town Council endorsed the housing task force recommendations, which are closely aligned with FEDC's policy positions. The Council will hold a public hearing on May 7th to take action on the Planning Board's recommendation to eliminate the 3-story maximum in the Village Commercial 1 zone. The Council also voted to form a TIF policy work group to update the current policy from 2010, including a strong FEDC voice during the update process. The Council also voted to form a Transit-Oriented Development working group to plan land use updates, capital improvements, and related priorities for the Dog Bone area, including Downtown south to the Breeze stop in front of Maine Beer Company.

Stef inquired about a grant application to the State to support marketing and outreach to the State for marketing to housing developers. Brett summarized the Design Review RFP to hire a consultant to update the design review ordinance. Brett continued that the grant application that Stef referenced was related, but separate, and focused on process improvements plus outreach to property owners to encourage new development.

The Board also briefly discussed the Housing Task Force recommendation to inventory current housing units, including Freeport High School senior Enoch Boudreau's senior project to gather data on school-aged children in RSU 5. Dan Bacon suggested that the Town should rely on industry standards because there are so many resources.

TIF updates. Brett updated the Board that both the Town Council and MaineHousing have approved the Wildewood Apartments Affordable Housing TIF District, which had been carefully vetted by the FEDC Board. Brett also summarized the Council discussion at their April 23rd meeting regarding future options for the Destination Freeport TIF. Under a new state statute, the Town could renew the Destination TIF for an additional 20-year period, largely for the purpose of supporting transit-oriented development and affordable housing.

New Business Openings. Brett shared that Gingam, Loom, and Freeport Mind+Body Fitness have or would be opening soon. The Board discussed various other properties in Town, including a new tea business coming to Mill Street and discussions of a childcare business on Route 1 south.

Mark inquired about Freeport Village Station and suggested that Wilder should be introduced to local commercial brokers. Tawni liked the idea and agreed to collaborate with Brett to pull a gathering together.

Downtown Parking/Infill study update. Brett noted that the PACTS-funded downtown infill development/parking study was underway, and a draft deliverable was expected in late May. The goal of the study is to understand potential impacts to parking supply and demand generated by downtown housing and mixed used development called for in the Downtown Vision.

2024-2025 Draft Goals Discussion & Adoption

Brett reiterated the previous month's discussion about the goals for the coming year, specifically that the Board had agreed that the goals should be a continuation of the current work to follow-through on work FEDC that has initiated in recent years: Downtown development, policy updates, TIF formation, and a new round of Fit-Up grants. Adoption of the draft goals was tabled pending further discussion at the special Board meeting on May 9th.

The meeting adjourned at 9:09.

Attachment 2: 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.