



Board of Directors Meeting Minutes

April 26, 2022

7:30a – 9:00a

1. **Welcome and Introductions.** The meeting convened at 9:01am. **Attending Board Members:** Sarah Tracy, Mark Malone, Mary Hitt-Davis, Chip Gray, Candice Rinaldi, Leanne Barschdorf-Nichols, Nikki Yanok Schneider, Rebecca Lizotte, Jason Sulham, Dan Bacon, Caleb Stevens
Not Attending: Peter Joseph, James Hendricks
Others: Ed Bradley, Tawni Whitney, Brett Richardson
2. **Consent Agenda Items**
 - a. Unanimous Approval of MINUTES of March 29, 2022, Board Meeting
 - b. Acceptance of Financial Report for Period Ending March 31, 2022.
3. **Revised 2022-2023 Goals.** The Board unanimously approved the revised 2022-2023 Goals. The goals were updated to include Board input during the March 29th Board meeting.
4. **Director's Report**
 - a. Sewer District Earmark Letters of Support. FEDC supported the Sewer District's congressional earmark request by gathering letters of support and is working with the District's consultant from Woodard & Curran. Mary reported that FEDC is working closely with District staff to understand the District's needs and financial structure relative to the District's capital needs. Mary added that the general goal is to work with the District to address concerns regarding high impact fees prior to new development projects and likely requests by developers for financial relief from the Town. Mary requested that the Board share sewer fee information from other Towns for benchmarking.
 - b. Casco Bay Trail Alliance Earmark LOS. Discussion for the Trail Alliance letter generated discussion among the Board about the appropriate process for staff to gather Board input on organization procedures. The Board agreed that FEDC's by-

laws should be updated to enable an email voting process for time sensitive actions items and opportunities.

- c. T-Mobile Hometown Grant Update. Mary and Brett are scheduled to meet with partner organizations and Town staff to develop consensus on a project identified in the Downtown Vision.
 - d. Website update. Staff shared a conceptual website (choosefreeport.com) to position FEDC for success in outward facing role to recruit new businesses to Freeport. FEDC's sales role is designed to compliment the mission and activities of Visit Freeport and the Greater Freeport Chamber of Commerce. Sarah emphasized that the new website should also include additional information about where Freeport is going relative to the Downtown Vision and that the website should include a platform to engage the community around FEDC's mission and role. **The conversation shifted to FEDC's role in Freeport and whether FEDC role was as a concierge for new businesses, or should be broadened to a leadership role for all economic development activities in Freeport.** Becky suggested looping Caroline in to represent the Planning Department. Sarah highlighted the need to reach out to both Developers and Community and to design the website accordingly.
 - e. CRM Recommendation and Request for Approval. Previously, FEDC had captured leads in paper files and on an Excel spreadsheet. Brett requested approval to subscribe to Executive Pulse CRM. Mark shared that CRMs are challenging and suggested that email interface with CRM is essential. The Board approved Executive Pulse contingent upon email integration.
5. **Metrics Review**. Mark highlighted the need to include demand data, particularly around housing demand. Currently, minimal data exists for Freeport to support financing requests to lenders. Dan suggested that a market analysis should be comprehensive, inclusive of commercial, light industrial, and housing. The Board agreed that a market analysis is a high priority and should be discussed with Town Council during the workshop on May 24th.
 6. **Board Member recruitment. June is a time** Mary requested that Board members send ideas to Brett.
 7. **Downtown Vision Update**. FEDC and Council have a workshop on Tuesday May, 24th.
 8. **Other Business**
 9. **Adjourn**. The meeting adjourned at 9:00am.