



MINUTES

Board of Directors Meeting

Tuesday – November 29, 2022

7:45a – 9:15a

In-Person L.L. Bean Headquarters

1. Welcome and Introductions

Attending Board Members: Mary Davis, Mark Malone, Candice Rinaldi, Nikki Yanok Schneider, Dan Bacon, Tawni Whitney, Sarah Tracey, Leanne Barschdorf-Nichols, Becky Doten-Lizzotte, Jason Sulham.

Not Attending. Stefanie Millette, Chip Gray, Peter Joseph, James Hendricks

Others Attending. Ed Bradley, Brett Richardson

2. **L.L. Bean Tour & Update.** L.L. Bean team leads Katie Wise and Andy Mayo presented conceptual plans for L.L. Bean’s \$70 million Flagship Store redevelopment. The plans were designed to accommodate outcomes from the Downtown Vision Plan with highly visible entrances, gabled roof lines that compliment surrounding architecture, a strong connection to the Bow Street intersection, and activation of Discovery Park. Andy and Katie shared L.L. Bean leadership’s growing need for clarity regarding the Town’s plans for Bartol Library, and reiterated L.L. Bean’s willingness to purchase Bartol for use as a restaurant/brewpub or to move Bartol to a new location of the Town’s choice. Andy summarized L.L. Bean’s position that the company is prepared to move forward with their design process whether or not the Town decides to sell or hold Bartol, but that outcomes will be better for both the Town and L.L. Bean if the Town provides clarity now rather than later. Katie and Andy shared their excitement for the project and desire to continue developing a partnership with the Town that will add predictability for approval processes and timely input from Town leadership. FEDC Board members expressed excitement for the project and highlighted the importance of a productive working relationship with L.L. Bean to expedite planning in alignment with the Downtown Vision. Katie and Andy departed for a separate meeting.

FEDC Updates. Following the L.L. Bean presentation, the Board discussed observations regarding implementation of the Downtown Vision to date, opportunities to support L.L. Bean's goals and other local development projects, and possibilities to structure FEDC role and resources to best integrate with regular Town staff and advance strategic priorities.

It was noted that the Downtown Vision is currently transitioning from plan to implementation, and that process brings new challenges and opportunities.

Board members discussed opportunities to improve communication and coordination across projects, committees, and organizations in Town.

Observations included that:

- FEDC Board members were not aware of the current status of important projects in Town and how to engage
- Members of volunteer Boards and Committees may not follow closely the Downtown Vision process and may not see their work connect to broader efforts in Freeport
- Board/Committee decisions require technical evaluation but also contextual consideration and connecting the dots between the broadly supported Vision and seemingly disconnected and controversial small projects requires constant attention and coordination by a focused group that is supported by dedicated staff
- Recent work to support the Sewer District offers a model for special projects:
 - Establish rapport with stakeholders around shared goals
 - Identity the issues and opportunities
 - Create a working group, including Council liaison, resident experts, and staff
 - Make recommendations to Council

Actions. The Board then made three decisions unanimously, as proposed by Sarah Tracey, including that FEDC should:

1. Initiate a process with Council to advance a decision on the Bartol Library relative to L.L. Bean's invitation
2. Identify FEDC's priority Downtown Vision projects via a Board member survey and subsequent discussion during the December Board meeting
3. Staff to evaluate FEDC priorities relative to broader Town needs and make recommendations for an appropriate structure to better integrate FEDC with Town Departments

December meeting date change. The Board agreed to move the December Board meeting to 7:45a on Friday, December 16th at L.L. Bean's corporate headquarters.

The meeting adjourned at 9:40a.