

Minutes

North Yarmouth Economic Development and Sustainability Committee (EDSC)

April 29, 2015, 6:30pm Memorial School Room 12

Attendees: A. Lones (Chairperson), A. Horstman, P. Gilligan, S. Lee, , K. Murphy, P. Napolitano, M. Ahlberg, S. Hopkins, S. Morrison, C. Ellison (Secretary), Keith Thompson (running for Board)
Absent: A. Graham

1. Minutes from April 15th meeting were reviewed and approved.
2. Paul provided an update on the Village Center Redevelopment project. They have decided to push off the vote to the November elections in order to gather more information on engineering assessments for the sewage system options. There are lots of questions that need to be answered in order to provide enough information for citizens to make an informed decision on voting for the proposed village development. The main questions revolve around the sewer and it is generally agreed that without the sewer this particular plan will not move forward. IF this plan is not moving forward alternative waste water treatment systems should be investigated before we jump on creating a department in the town.
3. The new town branding logo was presented. A logo that works on many levels and communicates the ideas of history, community and commerce was the goal. The tag line of “start here” raised some concern as perhaps implying that you wouldn’t stay. As a committee we recommend that it goes into use. A new municipal website is also in the works.
4. We returned to the review of our Mission and Goals which we had begun to review at the March 25th meeting. Wording was adjusted to align with the Comprehensive Plan of NY. Susanne is still interested in the Product strategy. Carol and Patrick are still interested in working on marketing strategies. Audrey is willing to be involved in the Organizational strategies (the above delineations are more a demonstration of interest than of a committee structure). There is a great amount of interest in a TIF district yet they are complicated and specific, we would all like more information on TIFs. The ‘strategies’ are meant to be projects taken on by a few people and worked on independently from the main meetings and reported back to the committee. In order to understand all the committees of the town it would be nice to see the charges from the Board listed on one sheet to determine what the overlap is and where we fit. Patrick is willing to meet with the Business Association to get insight into how they envision their role in NY. Katie is interested in investigating what other communities have done in the realm of small-town economic development. Sarah will talk to the new Economic Development Director in Yarmouth. Amy will investigate the resources available for grant writing from GPCOG. Susanne will look into organizing the video project for the town.
5. The next meeting will be May 13th at the Town Office, future meetings will be scheduled for July and August.