

North Yarmouth Economic Development and Sustainability Committee (EDSC)
Dec 9, 2015, 6:30pm Town Office Meeting Room

Attendees: A. Lones (Chair), A. Horstman, K. Murphy, P. Gilligan, M. Girard (BOS liaison), C. Ellison (Secretary)

Absent: A. Graham, M. Ahlberg, S. Morrison, S. Lee

1. Minutes from 10/7/2015 were approved. Minutes (notes) from 11/12/2015 were approved.
2. Mark provided updates on what the BOS has been up to recently. The three properties need to be coordinated and decide how each will be moved forward. We really need to wait for them to decide some things before we can decide where to focus our efforts moving forward.
3. Darla Hamlin, President of the North Yarmouth Business Association (NYBA) as of March 2015, gave us an introduction and overview of the NYBA. They exist to support local businesses, provide access to resources and foster community. Anyone who owns a business and lives in NY can apply to be a member, even if their business is not in NY. They do vet their members. They have been very involved with the "Start Here" branding, all those signs are sponsored by NYBA members. They hold local meetings and feature businesses of the month on their website. Meetings will be 2nd Thursday of every month at 'Stones, as well as social meetings at Toddy Brook Golf Course. In the future they plan on updating by laws on funding allocation/distribution, to finish rebranding the website with a new logo, to increase awareness of the NYBA and increase attendance, organize a business trade show, arrange training opportunities, aim to increase membership by 5%, there are currently 42 members. Ways to increase membership could mean including people who work at home by themselves. Amy suggested there may be a way to coordinate efforts for holding seminars, training, advertising, ordering, etc, things all businesses need that are hard when you are a single person or small business. Patrick was interested in how we can search by genre for local businesses in different fields, maybe including reviews/testimonials etc. When businesses are listed on the town website members will be able to have a particular symbol denoting NYBA members. If the association is to survive it needs people to want to see value in membership. A meeting of one representative from all the committees in order to tell everyone what is going on in their committee. In response to the 'welcome wagon' material the NYBA would like to be involved. We need to make available, and try to add and improve, opportunities for people to do activities in town.
4. Susanne, was not in attendance but Audrey read her email updates on the video project. Right now they are still refining the script and clips to fit the 1 minute timeline. A rough cut might be available near the end of December.
5. Amy was looking into grants for a variety of things in town related to our committee. She looked at the Institute for Rural Design. One grant would award communities workshops and resources based around many of the specific items we have been concerned about. We would need to come up with \$10k and they would provide services of approximately \$35k as well as

grant money of \$50k. We would need the BOS to approve our application in order to get the money allocated. They require a specific committee to follow through the whole process. It appears to be an annual or recurring grant.

6. There will be a BOS workshop on 12/15 about the EDSC committee which will determine the way we move forward in light of the 3 properties (Wescustogo, Town Hall, Memorial School) that the town holds and what will be happening with them in the future. Ideas to further the purposes of our business include working with a consultant who knows how to promote economic development in rural communities. We should probably start with a few presentations/workshops about what specific projects can be done with where we are starting from.
7. The next meeting will be on January 13th – 6:30pm in the Town Office.