

Draft

North Yarmouth Economic Development and Sustainability Committee (EDSC)

June 10, 2015, 6:30pm Town Office Meeting Room

Attendees: A. Lones (Chairperson), P. Gilligan, S. Lee, A. Graham, C. Ellison (Secretary), Mark Girard (Selectman Guest), Brian Sites (Parks & Rec Guest)

Absent: K. Murphy, P. Napolitano, M. Ahlberg, A. Horstman, S. Morrison, S. Hopkins

1. Minutes from April 29th meeting were reviewed and approved.
2. Mark provided an update on the Village Center Redevelopment project. The board is seeking more information along the lines of “as if we are seeking a permit.” A hydro-geologic study is being done of the site and surrounding areas to understand the water table and flows along with the type and quality of the soils. This study would provide information necessary for the potential of a larger septic system option. Sampling wells will be used to determine this information. The results will determine the possible capacity of a system. The school site contains large amounts of gravel already, which is ideal soil for this application.

When we get the information it may fall into our responsibility to help the town understand what the findings mean and communicate them to the populace.

3. Brian Sites, Chair of the Parks and Recreation Committee, presented the approved “Start Here” town branding logo. The logo will be used on signage during events, particularly at the triathlon coming up, to gauge response from visitors and residents. Signage will be used in conjunction with current signage at parks but providing more information in a graphic manner. The signs should last for 5-10 years.
4. Patrick is attending a North Yarmouth business association meeting coming up for a breakfast. He will present our committee to them and our general thoughts on how we are functioning and can help them out. He will learn about their goals and plans as well. We are curious why a business association is better or different than a chamber of commerce.
5. Susanne followed up on the Cumberland County Video Project. The video is funded by local business sponsors who get different advertising packages. It will be placed on the Cumberland County website and can be used in any way we would like as well. The difficulty becomes determining your audience and creating a compelling narrative and deciding what should be included. The Board of Selectmen has approved the production of this video and we have agreed to give the producers (CGI) a list of businesses. The next step is to obtain a list of specific businesses for them to solicit, a minimum of 25 businesses. We aim to have a complete list and put a notice up for anyone who identifies as a business that would like to be included. We need to solidify our list and confirm the business that are listed, as what we have we know to be out-of-date. It’s a trailer for North Yarmouth.
6. We will discuss the GrowSmart Maine presentation at a future meeting.
7. The next meeting will be on July 8 at the Town Office Meeting Room