

Economic Development Committee Meeting Minutes
April 26, 2016
Rescue Barn

Present: Rick Eastman, Janice Crawford, David Chaffee, Sharon Jackson, Mia Purcell

Absent: Donna Woodward, Nancy Kiesman, Jeff Cox

Guests: Diane Jackson, DECD, Melissa Macaluso, Get Real, Get Maine ME Department of
Agriculture, Conservation and Forestry and Donna Moreland from the Office of Travel and
Rural Tourism Product Development Specialist

Meeting was called to order at 6:10 PM. The guests were introduced and shared their information.

Melisa Macaluso spoke about agri-tourism-what it is, liability issues, potential opportunities, building on what you have and promoting partnerships among businesses and organizations.

Donna Moreland shared initial information about the new rural initiative taken on by the Office of Travel and Tourism

David presented the following report which contained a motion outlining a Program of Work for the next year's activities of the committee. The ideas were developed by David, Nancy and Janice at a Asset Mapping sub-committee held at David Chaffee's home on Sunday, April 18th. They were presented in motion form for the purpose of generating discussion. Motion was tabled due to a lack of attendance.

Meeting was adjourned at 8:00 PM

Town of Fryeburg Economic Development Committee Review

The first meeting of the Town of Fryeburg Economic Development Committee was held on May 11, 2015.

This was created by the continuous work of the Economic Development Committee of the Fryeburg Business Association spearheaded by Donna Woodward, Holly Foster, Mia Purcell and Sharon Jackson. See archived report made by Mia Purcell to the Selectman in January, 2015 for background.

The committee is made up of Donna Woodward, Nancy Kiesman, David Chaffee, Katie Haley, Code Officer, Sharon Jackson, Town Manager and the Fryeburg Selectmen, Rick Eastman, Jeff Cox and Janice Crawford. Mia Purcell of Community Concepts Financial Authority was assigned as the committee resource person. This committee gets its authority through a vote of the Selectman to establish this committee in Nov. of 2014 and the 2014 Comprehensive Plan.

MISSION: 8/20/15 The Fryeburg Economic Development Committee is committed to capitalizing on the opportunities for new business growth in synchronization with local entities while ensuring the preservation and uniqueness of Fryeburg. The committee will promote an economic climate that support job creation, long term success, increased tax base, and improved quality of life.

Educational Presentations from May 2015 – April 2016:

Land Use Ordinance - Kent Pidgeon, Planning Board Chair

Dept. of Economic and Community Development – Diane Jackson, Governor’s Account Executive

Maine & Company - Ashley Pringle, Director of Client Services

Commercial Real Estate – William Reilly

Brownfields – Chuck Morgan, Ec.& Com. Dev. Director/So. Maine Planning and Dev. Com.

Maine Preservation Society- Chris Closs

Poland Spring – Mark Dubois

Dept. of Agriculture/Agritourism – Melissa Macaluso, Dept. Of Tourism/Rural – Donna

Moreland, Dept, of E&CD- Diane Jackson, Acct Ex.

Beyond general education of the committee two projects have been undertaken.

Projects for 2015/2016 included:

Gateway – Donna Woodward

Beautification and signage review of the Rt. 302 Gateway from the New Hampshire/Maine state line. Efforts to clear brush, remove grills, covered picnic areas, outhouses, determine how to deal with sign clutter, new welcome signage are ongoing.

Working Group: John Eastman, Donna Woodward, ME DOT

Business Friendly Community – Katie Haley

Received designation in March which provides for:

Recognition on the State of Maine DECD website, becoming a key part of Maine's Business Attraction Strategy and receipt of two Business-Friendly Community signs.

MOTION: The May 2016 – April 2017 Economic Development Strategy for the Town of Fryeburg shall be:

- **Village Revitalization** – Nancy Kiesman, Chair

Fryeburg's historic buildings, Fryeburg Academy and the Performing Arts Center, the local agriculture, outdoor recreation, specialty shops, restaurants and mountain views along Main Street are integral in creating a uniform "theme" for Fryeburg. We are so much more than just "The Oldest Town in Oxford County". The Village of Fryeburg's gateway and Village streetscape would be enhanced with uniform signage reflecting its traditional rural New England character.

Comprehensive Plan/Historical and Archeological Preservation

Strategies:

1. To ensure the historic character of the village is not adversely impacted by inappropriate or incompatible development
2. Review the current building and site plan standards should be reviewed
3. Care for and maintain the town’s historic resources

Comprehensive Plan/Economic Development

Strategies:

1. Review the development and performance standards for the Village to ensure they work to preserve the unique character of this part of town.
2. Follow recommended strategies outlined in the Downtown Revitalization Plan

Working Groups: Maine Preservation, Fryeburg Historical District, Building owners, Code Officer, Lessee, Planning Board and others as determined

- **Destination Airport** - for scenic flight day trippers, overnight guests and local entertainment - David Chaffee, Chair

Comprehensive Plan/Economic Development

Strategies:

1. Develop a long-range plan for the upgrade, marketing and maintenance of the airport
2. Explore the possibility of further developing the airport facilities to include attractions such as restaurants, shops and overnight accommodations

Working Group: Town Manager, ESAA Board of Directors, Airport Manager, MWVRC Transportation Task, Users of the airport services and others as determined

- **Agricultural Hub** - Explore the possibility of developing an agricultural hub to support distribution of farmers products to restaurants, hospitals and educational institutions – Janice Crawford, Chair

Comprehensive Plan/Natural Resources:

Goal: To safeguard Fryeburg's agricultural and forest resources from development which threatens those resources and encourage continuation of sustainable farming and forestry practices.

Strategies:

- Adopt "right to farm" language in ordinances so farming will continue to be a permitted use.
http://www.maine.gov/revenue/propertytax/propertytaxbenefits/current_use.htm
- Continue to allow farm stands and the sale of local forest products (such as firewood, Christmas trees and wreaths) as commercial activities in the rural part of town so that local farmers and forest owners can sell locally grown or harvested products easily.
- Expand ways to develop a policy for SAD 72 to use locally grown produce in their school food service program
- Continue to allow farming and forestry in rural and residential areas
- Economic Development initiatives should take into account the opportunities which the agricultural and forest resources offer.

Comprehensive Plan/Future Land Use:

Strategies:

- Investigate establishing an agricultural zoning district that serves to protect the farmland that is so important to Fryeburg. The district would have development constraints that would discourage the development of the lot but would encourage the use of the land for agricultural purposes. Additionally this would serve to protect coinciding natural resource, flood plains and scenic views

Working Groups: Fryeburg Fair: Officers, Trustees, Superintendents, Green Thumb, Weston and Sherman Farm, ME and NH Dept. of Agriculture, Upper Saco Valley Land Trust, ME and NH Departments of Economic Development, Farm Fresh, Clyde Watson and others as determined

- **Gateways** – Donna Woodward, Chair
Continued efforts in improving the gateways as identified in the Gateway recommendation/2014 Comprehensive Plan. Gateway defined – refers to the entrance to the Village, the roadways that lead to town. “Whether or not a village is an attractive one, has much to do with its gateway. And, whether or not the gateway is attractive has much to do with the relationship of the various land uses along the roadway.”

The gateways listed in the Comprehensive Plan are:

Route 302 from Menotomy Road and Battleground Road east to Bridgton Town Line; Route 302 east from the New Hampshire Line to the Commercial Zone; Route 5 from Brownfield Town Line north to the industrial zone, Route 113 from the New Hampshire Line to Weston’s; Route 5 from fairgrounds north to Lovell Town Line; excluding the outlying residential-commercial district.

- **Tourism Marketing Plan** - Recognition that the Fryeburg Business Association will develop and implement a tourism marketing plan and make a presentation to the Economic Development Committee.

Comprehensive Plan/Natural Resources

Strategies:

1. Protect natural resources to include: wetlands, wildlife, fisheries habitat, sand dunes, shoreland <http://www.maine.gov/dep/land/slz/citizenguide.pdf>, scenic vistas and unique natural resources

Comprehensive Plan/Historic and Archeological Preservation

Strategies:

2. Historical sites should be used and promoted as tourism opportunity by establishing a network of tours
- Continue the resource services of Mia Purcell
 - Leverage the Business Friendly Community designation and establish an economic development contact for the town (*Comprehensive Plan/Economy Strategy*)

- Review and determine budget for the improvement of the Town of Fryeburg website – Kelly, Sharon, Janice
- Work with the MWVEC Skilled and Ready Workforce Task force to develop programs that provide students with the skills necessary for the present job market and the future changing job market. Working Groups: MSAD 72, Lake Region Adult Ed, ME Career Centers, SAU 9 White Mountain Community College, Granite State, Training programs (*Comprehensive Plan/Economic Development Strategy*)
- Create a budget
- Complete the asset mapping project to be prepared for business start-up/relocation/local business expansion inquiries
- Elect a Chairperson to serve June 2016 – May 2017

