

Town of Cape Elizabeth
Fort Williams Advisory Commission
Meeting Minutes
July, 15, 2010

Present: Maureen McCarthy, Bill Brownell, Bill Nickerson, Chuck Wilson

Absent: Frank Butterworth, Dan Chase, Richard Dunham

Also: Jim Walsh (Town Council) and Alice Rand, Lois Carlson, Mary Hodgkin and Carol Fritz (FWCF)

Staff: Bob Malley

Call to order: Meeting was called to order by Maureen McCarthy at 7:02 in the Public Works Conference Room.

Minutes:

The minutes of the June meeting were unanimously approved upon motion by Chuck Wilson, seconded by Bill Nickerson.

Park Update:

Bob reported that additional signage for the donation boxes has been ordered and he suggested that a donation box be placed adjacent to the circle where the bus passengers wait for the buses. That suggestion was agreed upon. Bob also reported that the roof on Battery Keyes has been replaced and that the repair work on the railings and steps is scheduled to be done within the next couple of months. He reported that \$50,720 has been allocated by the Council to address long-standing building maintenance issues. Bob said that tree work continues to take place as necessary and that the prep work is underway for the Beach to Beacon Race. Bob and Jim informed the group that the Council workshop to discuss revenue-generating endeavors at the Fort has been scheduled for October 4, 2010.

Changes in Group Use Policies:

It was agreed to table this item for discussion at the August meeting.

Review of List of Potential Revenue Sources:

The suggested money-making ideas that remain viable following the June meeting were discussed. Bill Nickerson proposed, and the members agreed, that initially the Commission identify those ideas that could be implemented within a year; that could be implemented without much difficulty and without capital cost requirements; that comply

with the existing group user policies (noise, alcohol prohibition, hours, parking); that had revenue generating potential; and that conformed to the seven criteria which the Commission has previously adopted for that purpose. From that review, the following revenue generating ideas were selected for further discussion and consideration: (1) sell food, (2) license the image of Portland Head Light, (3) impose a surcharge on the Beach to Beacon registration fee, (4) charge for the use of fields by non-resident organizations, (5) request additional contributions from the museum and gift shop, (6) install more donation boxes with better signage, (7) construct a second group picnic shelter (which would possibly be suitable for weddings and services), and (8) maximize rental of Park buildings.

It was understood that initially, short-term, food sales would likely be from using push carts. Food concessions for events and/or from a permanent structure await further study.

It was also agreed to consider asking a few real estate professionals to inspect and evaluate specific buildings in the Fort in order to assess their rental potential.

Fort Williams Charitable Foundation:

Lois Carlson reported that the Foundation recently made a request of the Board of Directors of the Museum at Portland Head Light (the Town Council) for a \$10,000 contribution from the Head Light Fund towards the cost of the engineering study for the Battery Blair project, but that the request was turned down.

The next meeting is scheduled for August 19th.

Respectfully submitted,
Bill Brownell