

Town of Cape Elizabeth
Fort Williams Advisory Commission
Meeting Minutes
April 28th, 2011

Present:

Bill Brownell, Frank Butterworth, Dan Chase, Erin Grady, Maureen McCarthy, Bill Nickerson (Chair), and Lise Pratt.

Absent:

None.

Also present:

Betty Crane(resident), Duke Harrington (Current Newspaper)

Staff:

Bob Malley.

Call to order:

Bill called the meeting to order at 6:32 PM.

Approval of 2/3/2011 Workshop minutes:

Bill N motioned acceptance, Maureen seconded, and all approved.

Approval of minutes of the 2/17/2011 regular meeting:

Dan motioned acceptance, Maureen seconded, and all approved.

Approval of minutes of the 3/17/2011 regular meeting:

Bill N motioned acceptance, Erin seconded, and all approved.

Public comment:

None.

Bob pointed out that we now need to add an opportunity for public comment at the end of each meeting as well.

Group Use Request- Arthritis Foundation Walk- 6/25/ 2011 or 9/25/2011.

- USCG Change of Command-7/15/2011

Bill N presented the Arthritis Foundation Walk request for the 2 proposed dates, of which 9/25/2011 was selected. It would be held totally within the Park and would not interfere with any Little League activities scheduled for that day.

Bob said that the parking would be situated next to the Fire Station and that no charge would be made for the event.

Frank motioned that we accept the event as presented, Bill B seconded, and all approved.

The USCG Aids To Navigation Team would like to hold the change of command ceremony for the retirement of Senior chief Sean Walsh after 24 years of service in the USCG, 14 of which were spent in

Portland. It is scheduled to commence at 10:30 AM and last for approximately 1 ½ hours. Bill B motioned that we approve as requested and Erin seconded. All approved.

Park Update:

Bob advised us:

- The Battery Blair gunite resurfacing project is underway and should be completed before Memorial Day.
- Repair work was done on the AA Little League field to remove old concrete foundation obstructions and skim the grass of the infield base area.
- The stone wall across from the Arboretum site is to be repaired this month.
- The fencing around the porta johns is to be replaced in all locations except the Headlight.
- Tom's of Maine is having a group of employee volunteers coming in to rake out the area around the Bandstand in the oaks. They may also conduct a beach pick up. This event is scheduled for 5/15/2011.

Presentation- Andrew Smaha, Event Coordinator from Leavitt & Parris:

Andrew shared with us the concept of installing a semi permanent venue structure for the purpose of hosting high end events within the Park for the exclusive use of Leavitt & Parris as the organizer, with potential income to the Park of up to \$50,000 during the 1st year.

Discussion and questions included:

- Operating season from May through October.
- 2 potential locations. (Lighthouse Green, The Picnic Shelter Bluff), with additional locations suggested by commission members.
- Potential start date and 7 year commitment from the Park.
- Parking, alcohol, noise, and security controls.

Bill N thanked Andrew for his presentation.

We will review this proposal on our own and Bob will call Andrew and let him know we will get back to him with our thoughts and decision.

(Subsequently Bill N contacted Andrew and told him that the proposal he put forth would be addressed through the Master Plan addendum process.)

Pilot Food Concession RFP update:

Bob thanked Bill B and Erin for their time and input on this program.

Points discussed and questions were:

- The season commences on 5/1/2011.
- 5 vendors have been selected with a good variety of offerings.
- Bob received some dissenting emails from the public.
- The subcommittee focused on vendors with prior experience.
- The Pilot program will be evaluated on issues resulting from refuse, signage, trash, and attire.
- Rangers will track results on a daily basis this season.
- Bottom line revenue of this pilot program is set at \$11,000.
- Is there any way to track revenue generated by vendors? (Subcommittee felt a flat fee was a better way to generate revenue, at least initially.)
- There were 13 proposals submitted for the 5 permits.

Arboretum Update:

- The Cliff site project committee will come to our meeting in May to show us their preliminary

design, and will meet with the Town Council in June.

- The tentative plan is to begin construction in July.
- This timetable is subject to the execution of the New England Cottontail Rabbit relocation plan as coordinated with the Inland Fisheries and Wildlife Dept.
- The Maine Home and Design garden tour is scheduled for 7/9/2011, to benefit the Arboretum, and their request to set up a small shelter near the Cliff site area to sell tickets to the event was accepted by the commission.

Master Plan Addendum update:

Bob, Mike McGovern, Bill N and Betsy Melrose and Bob Metcalf of Mitchell Associates met today to discuss the preliminary proposal. Points discussed included:

- developing a questionnaire to solicit input from residents and out of Town users of the Park.
- A matrix of buildings and their uses, the batteries, parking areas, and revenue possibilities.
- Scheduling a workshop some time in June so the FWAC and Mitchell Associates representatives can discuss the process.
- Bill N asked the Commission members to review the questions and get back to him with suggested items for the questionnaire.
- This survey should go out some time in May.
- A public forum may be scheduled some time in September to discuss the results of the survey and get additional input.

Bill N said we were still trying to find candidates to help us with a business plan for revenue generation ideas, but to date there are no candidates to select from. We may have to expand the search to candidates outside of Cape Elizabeth.

The target date for the completion of the Master Plan update is 1/1/2012.

Bus/Trolley Fee discussion:

Bob referenced Mike McGovern's memo of 3/17/2011.

Bill N referenced the count that was done last year which showed 784 Bus and 596 Trolley visits.

Points discussed included:

- Original FWAC fee recommendations were \$50 per tour bus visit, \$40 per cruise bus visit, \$30 per camp bus visit, and \$1,000 per season for each trolley.
- Mike's recommendations were \$35 per bus visit and \$1,000 per trolley for the season .
- How to best enforce the fee compliance by buses.
- Bob said most buses are handled through 3 to 4 tour operators in this area. (90% of the tours).
- Problem will be monitoring "rogue buses". (Those that only visit 1 or 2 times per season)
- Bob suggested that we need to have our proposal for this to the Council no later than 7/1/2011.
- Bob said he will meet with Mike to discuss and possibly set up a meeting with the tour operators to see how they suggest fee collection be done.(Lise volunteered to be a part of this meeting.)
- Workshop dates suggested to discuss fees were 5/31/2011 or 6/7/2011. Our next regular meeting is scheduled for 5/19/2011.
- Bob will get an edited copy of the bus survey out to us ASAP.

FWCF update:

No report this month as Alice Rand was not present.

Other business:

Bob advised that Cape Madras backed out of their initial intention to rent and occupy one of the rental buildings on Officers' Row.

Public comment:

Betty Crane said she was happy that the FWAC is considering bus fees.

Adjourn:

The meeting was adjourned at 8:58 PM.

Next Meeting:

5/19/2011 at 6:30 PM.