

Town of Cape Elizabeth

Fort Williams Advisory Commission

Meeting Minutes

November 21, 2013

Present:

Bill Brownell (Chair), Bill Nickerson, Lise Pratt

Also Present:

Steve Bates (FWF), Bob Ayotte (FWF), Mark Russell

Staff:

Bob Malley

Call to Order: Bill Brownell called the meeting to order at 7:05PM.

Approval of minutes:

Without a quorum, minutes could not be approved. Steve made two corrections, which will be reflected in the revised draft for approval at the January meeting.

FWF Report:

Steve Bates reported they are expecting one or two new board members in January. They received a grant from the Sprague Foundation for the Children's Garden. There are several other grant applications pending for various needs. 50-60 people attended their event at the Buzz on Nov 19th. The annual appeal mailing is due out this week; significant increase in the list this year, as part of donor acquisition strategy. They have set four marketing goals: 1) pursue new branding; 2) expand types and use of communication tools; 3) identify and communicate with key constituents and stakeholders; 4) develop and monitor a PR plan. The Children's Garden plan will be on the Town Council agenda in December.

Bob Ayotte reported that James has cut back on his hours now. Most of the work on Cliffside is done for the year; the irrigation is winterized. There is an effort to replace the Cliffside sign with an updated version. A lot of work has been done at the north entrance to the Cliffwalk by Ship Cove; leaves are being added; the slope is staked/taped off. James is working on grants. There was a workday with the Boy Scouts on November 9th. Children's Garden: They are working with Mike Duddy in removing Norway maples; no changes in the budget to report. Lighthouse View: They have hired Regina Leonard as designer and are meeting with her regularly. This project will focus initially on the area by the circle, with goal of wrapping up there this spring. They will work with FWAC re: the vendor space in this area, developing two scenarios: 1) vendor stays in this area; 2) vendor moves to another area.

Park and Projects Update: (Bob Malley)

1. Town Council approved the Taste of the Nation event, scheduled for June 29th. Bob has done a site walk of the area above the Bleachers with John Woods. They have determined they will need the use of the parking area by the Picnic Shelter.

2. Leaf removal: leaves have been disposed of at the cleared slope area at Cliffside for mulch and additional organic matter.
3. The Rangers are done for the season; the Police are now locking and unlocking the gates.
4. The Stride for Breast Cancer event (Sun, Oct 20) went well. Approx 2,000 people participated.

Budget Status Report:

Bob Malley distributed the most current Capital Fund revenue and expenditure reports for FY2014 (July 2013-June 2014). Although only 4.5 months into the fiscal year, all areas seem to be tracking nicely.

Revenues: Officers Row rentals are on target. Ceremony fees and Picnic Shelter fees are low, but are expected to pick up when reservations open in January. Site fees are in good shape, and could exceed projections by June. Concession revenue is down, as we never had interest in Permit Site D this year. Bus/trolley revenue is slightly higher than projected. Donation boxes continue to do well.

Expenses: Improvements at Ship Cove and the two fencing projects are complete. The current estimate for the Wheatley/Ocean Rd improvements are slightly higher than budgeted, due to additional curbing and a new drainage issue; Bob is working with John Mitchell on finalizing the scope and costs.

Master Plan – Potential Projects for FY 2015:

The FY2015 budget will be on our January agenda, so FWAC members urged to consult the Master Plan and think about potential projects to include. Several ideas were floated out for a preliminary list to consider, including: remaining safety concerns (e.g. Cliffwalk, guardrail at entrance), repair of stonewall around the pond, data gathering re: options for Bleachers, utilities for area above Bleachers and/or for vendors. Bill Brownell will compile a list as springboard for discussion in January. Lise Pratt will update the funding projection spreadsheet to facilitate same discussion.

Review Current Fees for Buses and Trolleys:

Bob briefed the commission on a proposed amendment to the current Bus & Trolley Fee Schedule. He proposed that commercially-registered, passenger tour vans now be assessed a fee. This proposal was in response to a complaint to the Town Manager from a tour operator. He (Bob) proposed rates for the purposes of discussion, but no action was taken since his proposal was preliminary and presented for discussion purposes. Bob will research the capacity and ridership of the known operators who are using these vans and report back with a recommendation to the commission at the January meeting. If approved, the recommendation would be sent to the Town Council for their consideration.

Other Business:

Due to terming out and resignations, there will be three new FWAC members (TBD) as of January 1st. There will be an orientation workshop for all Town appointees on December 16th at 7:00PM.

The meeting was adjourned at 8:37PM. There will be NO DECEMBER meeting. Our next meeting will be Thursday, January 16th at 7:00PM.

Respectfully submitted,

Lise Pratt for Don Head, Secretary