



Town Council Workshop Meeting

Monday, July 13, 2026 at 6:00 PM

**Council Chambers, Town Hall
320 Ocean House Rd**

Live on CETV/Hybrid Meeting

Hybrid Meeting - Members of the Public May Participate Remotely During Public Comment Opportunities.

To view the meeting livestream: <https://cetv.capeelizabeth.org/> and push watch in the upper right hand corner.

Live broadcast on CETV, live stream and remote participation are offered as a convenience when the technology is available and operational in the given meeting space. If the technology is not available or in the event there is a disruption in service and the communication can't be restored the expectation is the meeting will continue.

Remote Access Instructions: A member of the public wishing to speak via remote access must click on the Zoom link or call and use the Raise Hand function. When connecting by phone, dial *9 to Raise Hand and the same to Lower Hand. Please mute the microphone and turn off the video until you are invited to speak. When recognized by the chair, the speaker shall give their name and address or local affiliation, if the affiliation is pertinent. After speaking, to view the remainder of the meeting exit Zoom and return to the CETV Livestream or CETV cable Channel 3.

Zoom Meeting Information:

[Join Zoom Meeting](#)

ID: 983 7125 0357

[+13462487799,,98371250357#](#) US

A. Convening of the Meeting

B. Workshop Items

- 1) Cape Community Arena Group- Discussion of Gull Crest Project - Cape Community Arena Group (CCAG) representatives will present the plans for a permanent open-air ice arena adjacent to the Gull Crest fields. The project design will be reviewed by the Planning Board in the coming months. CCAG and

the Town Council will need to establish a construction and operation agreement before the project moves from Planning Board approval to construction.

- 2) Communication Policy Discussion - The Town has made great strides in the last few years to increase the information sharing and engagement of our citizenry through the use of technology and hiring of a full-time Communication Coordinator. The Council has not adopted changes to a communication strategy or policy since 2010. Tonight's workshop discussion, and review of the recent Flashvote citizen survey, will help the staff and Council draft a communication policy that addresses the current expectations of the community.

FlashVote Communications Survey Results

C. Adjournment

Public Participation at Town Council Meetings

After an item has been introduced, any person wishing to address the council shall signify a desire to speak by raising their hand or by approaching the lectern. When recognized by the chair, the speaker shall give their name and address or name and local affiliation, if the affiliation is relevant, prior to making other comments.

A member of the public wishing to speak via remote access must click on the Zoom link or call and follow the procedures stated at the top of the agenda. When recognized by the chair, the speaker shall give their name and address or name and local affiliation, if the affiliation is relevant, prior to making other comments. After speaking, to view the remainder of the meeting exit Zoom and return to the CETV Livestream or CETV cable Channel 3.

All remarks should be addressed to the Town Council. Comments shall be limited to three minutes per person; however, the time may be extended by majority vote of councilors present. For agenda items that are not formally advertised public hearings, the time for public comments is limited to 15 minutes per agenda item. This time may be extended by a majority of the Town Council.

The chair may decline to recognize any person who has already spoken on the same agenda item and may call on speakers in a manner so as to balance debate. Once the Council has begun its deliberations on an item, no person shall be permitted to address the Council on such item.

Speaking at the meeting on topics not on the agenda at regular Council meetings

Persons wishing to address the Council on an issue or concern local in nature not appearing on the agenda may do so at a regular Town Council meeting before the town manager's report and/or after the disposition of all items appearing on the agenda.

Any person wishing to address the Council shall signify a desire to speak by raising their hand or by approaching the lectern. When recognized by the chair, the speaker shall give their name and address or name and local affiliation, if the affiliation is relevant, prior to making other comments. A member of the public wishing to speak via remote access must click on the Zoom link or call and follow the procedures stated at the top of the agenda. When recognized by the chair, the speaker shall give their name and address or name and local affiliation, if the affiliation is relevant, prior to making other comments. After speaking, to view the remainder of the meeting exit Zoom and return to the CETV Livestream or CETV cable Channel 3.

Comments in each comment period shall be limited to three minutes per person and 15 minutes total; however, the time may be extended by majority vote of councilors present.

Decorum

Persons present at Council meetings shall not applaud or otherwise express approval or disapproval of any statements made or actions taken at such meeting. Persons at Council meetings may only address the Town Council after being recognized by the chair.

Contact: Angela Frawley (angela.frawley@capeelizabeth.gov) (207-799-7665) | Agenda published on 00/00/2025 at 0:00 PM



**Town Council Meeting
Monday, July 13, 2026**

AGENDA ITEM SUMMARY

Cape Community Arena Group- Discussion of Gull Crest Project

Council Resource: Jonathan Sahrbeck

Staff Resource: Patrick Fox, Town Manager

Background:

Cape Community Arena Group (CCAG) representatives will present the plans for a permanent open-air ice arena adjacent to the Gull Crest fields. The project design will be reviewed by the Planning Board in the coming months. CCAG and the Town Council will need to establish a construction and operation agreement before the project moves from Planning Board approval to construction.

Exhibit: Cape Arena Group

Draft Motion: Workshop Discussion Item only

July 7, 2026

Mr. Patrick Fox
Cape Elizabeth Town Manager
320 Ocean House Road
Cape Elizabeth, Maine 04107

RE: Cape Community Arena

Dear Patrick

On behalf of the Cape Community Arena Group, we are pleased to submit the attached packet of information for the July 13, 2026, Town Council Workshop Meeting.

These items include the following:

1. Project Description
2. Business Plan
3. Operations Plan
4. Phasing Plan
5. Aerial Perspective
6. Site Plan

Should you have any questions, please do not hesitate to call. We look forward to meeting with the Council on July 13, 2026.

Sincerely

Mitchell & Associates



John D. Mitchell

Maine Licensed Landscape Architect

Cc: Julie Furt

Scott Liston

Project Description

The Cape Community Arena project consists of the redevelopment of a seasonal open-air hockey rink into a four-season, multi-purpose covered arena. The Gull Crest property consists of approximately 113 acres. The specific site where the arena is proposed is located at the end of Gull Crest Drive and is approximately 2 acres in size. The site is bounded on the north by Cooper Drive and the Public Works Facility, on the east by public garden plots, on the south by Gull Crest recreational fields, and on the west by an undeveloped wooded area extending to Spurwink Avenue.

A summary of additional existing site conditions is as follows:

- The property is currently developed as a seasonal ice rink which was approved by the planning board in 2022.
- A paved parking lot on the southerly side of the ice rink consists of a total of 62 parking spaces, including three handicap spaces.
- The site is open with mixed deciduous trees located on the easterly and westerly side of the ice rink area.
- The topography of the temporary ice rink is nearly flat, while the graded slopes surrounding the rink are 2:1 embankments. The parking lot generally slopes in a southeasterly direction ranging from 4 to 5 percent.
- The property is serviced by public water, public sewer and underground electric, telephone and cable TV services.



The proposed Cape Community Arena will consist of a 31,200 square foot, multi-purpose covered building. The structure will include two components. As you enter the 2-story building, the first floor will contain entrance lobby, bleachers, locker rooms, concessions, bathrooms, Zamboni room and storage rooms. The second floor will include spectator bleachers and viewing areas.

The second component will consist of an open-air covered ice skating rink constructed on a permanent concrete foundation.

Vehicular access to the Arena development will continue to be provided by Gull Crest Drive, off Spurwink Avenue. Sight distance at this point is 350 feet looking right, and in excess of 400 feet looking left. Gull Crest Drive will connect to a reconstructed parking lot consisting of 96 spaces, including five handicapped spaces.

Cape Community Arena Group (CCAG)

Business Plan Submission to the Town of Cape Elizabeth, Maine

Date: April 2026

1. Executive Summary

The **Cape Community Arena Group (CCAG)** is a nonprofit organization formed to establish and operate a **community-oriented open-air ice arena** in Cape Elizabeth. The proposed facility, to be located at **Gull Crest Fields adjacent to the Public Works Building**, will serve as a year-round hub for recreation, athletics, and community engagement.

Our mission is to create a sustainable, accessible, and inclusive arena facility that supports youth and adult sports, community programming, and recreational skating, while maintaining financial and environmental responsibility.

Recent pilot efforts—including the successful operation of a temporary outdoor rink in the winters of 2022 through 2025—have demonstrated both **community demand and operational viability**. The next step is developing the **permanent open-air facility** with a concrete base, roof covering, refrigeration, locker rooms, and shared-use amenities.

Key Project Metrics:

- **Total project cost (estimate):** \$5 million.
- **Operating model:** Nonprofit community ownership; user fees and ice rentals offset operating costs.
- **Energy efficiency:** 27% reduction in annual power use achieved with the 2025 chiller upgrade.
- **Facility type:** Open-air arena with roof, locker rooms, spectator area, and accessible amenities.
- **Community Benefits:** Increased parking area, public restrooms, exterior lighting for year round safety, storm water management, and a place all residents can be proud of.

The facility will directly benefit Cape Elizabeth schools, recreational programs, and residents while also generating local revenue from regional teams unable to secure ice time elsewhere.

2. Market Opportunity and Community Demand

Regional Demand for Ice Time

Southern Maine is experiencing a consistent shortage of available ice surfaces. Facilities such as **Casco Bay Arena (Falmouth)**, **Troubh Ice Arena (Portland)**, and **Family Ice Center (Falmouth)** report waitlists for both youth and adult leagues during peak season.

Typical rink scheduling in greater Portland operates at or near capacity from **5:00 a.m. to 11:30 p.m. daily** during the 26-week primary season (October–March). New programs, school teams, and adult leagues often wait years for ice allocations.

Average hourly rental rates (2025–26 season):

Facility	Prime Hours (4–10 p.m.)	Non-Prime	Average
Casco Bay Arena	\$310	\$260	\$285
Family Ice Center	\$325	\$275	\$300
Troubh Ice Arena	\$350	\$290	\$320
Regional Average	\$320/hr	\$275/hr	\$295/hr

Given 100% capacity operation, a new rink in Cape Elizabeth could host **1,800–2,000 rental hours annually**, generating **\$500,000–\$600,000** in gross usable revenue before operational expenses.

Local Community Need

Cape Elizabeth’s youth hockey programs currently rent ice primarily at **Troubh Ice Arena (Portland)** and **Family Ice Center**, requiring significant travel, higher rental costs, and limited flexibility.

Current school and community users include:

- Cape Elizabeth Middle and High School hockey teams
- Cape Elizabeth Community Services youth programs
- Pond hockey leagues and tournaments
- Figure skating lessons and open skate events

Community surveys and town feedback during meetings in 2022–2024 have shown strong support for creating a **locally controlled, community-oriented arena** pressherald.com.

3. Operations and Energy Efficiency

Overview of Rink Operations

The open-air rink will operate approximately **five months per year (November–March)** with chiller-based cooling. Spring and summer programming will include **dry floor activities** such as lacrosse, soccer, field hokey and community events.

Key facility features:

- 200' x 85' NHL-size ice surface
- Three open sides with covered roof for weather protection
- Energy-efficient refrigeration system with concrete slab base
- Locker rooms, warming hut, restrooms, and accessibility features

Energy Performance

The 2025–26 season's new chiller achieved significant efficiency gains:

- **Total energy used:** 103,300 kWh
- **Previous year:** 142,300 kWh
- **Reduction:** 27%
- **Power cost (2025–26):** \$21,300
- **Power cost (2024–25):** \$24,800

This improvement, combined with Cape Elizabeth's municipal electricity rate (~\$0.14/kWh), underscores the operational viability of the permanent system.

Benchmarking from Casco Bay Arena's Financials

Casco Bay Arena's publicly available IRS Form 990 shows annual operating expenses (2023) near **\$360,000**, with approximately **50% covered by ice rental revenue** and the remainder by donations, sponsorships, and community programs.

The CCAG model follows the same nonprofit template:

- Ice rentals and hockey leagues: ~60% of revenue
- Open skate and events: ~15%
- Concessions, camps, & tournaments: ~10%
- Fundraising & sponsorships: ~15%

Projected annual operating cost: \$325,000–\$350,000

Projected break-even utilization: ~1,200 hours at an average rate of \$290/hr.

The demonstrated community participation and energy savings indicate this target is attainable within year one of permanent operations.

4. Financial Plan and Sustainability

Capital Budget

Component	Estimated Cost
Site preparation & utilities	\$1,140,000
Concrete slab & refrigeration system	\$1,200,000
Roof structure	\$1,500,000

Component	Estimated Cost
Amenities building (lockers, restrooms, warming area)	\$1,000,000
Equipment & chiller	\$400,000
Design, engineering & permits	\$250,000
Total Estimated Cost	\$5,490,000

Operating Budget Summary (Annual)

Revenue Stream	Estimated Annual Revenue
Ice rentals (1,600 hrs @ \$300/hr avg)	\$480,000
Open skate & lessons	\$35,000
Tournaments & events	\$45,000
Donations, sponsorships, concessions	\$60,000
Total Operating Revenue	\$620,000

Expense Category	Estimated Cost
Utilities (electric, water, internet)	\$35,000
Payroll & staffing	\$150,000
Maintenance & repairs	\$40,000
Insurance & administration	\$45,000
Programming, marketing, community outreach	\$30,000
Sanitary	\$10,000
Reserve for future capital	\$50,000
Total Operating Expenses	\$360,000

Projected annual surplus: \$270,000 (for reinvestment, capital reserve, and scholarships).

Sustainability Commitments

- Use of an **energy-efficient chiller** and insulated roof design.

- Partnering with **Cape Elizabeth Land Trust** and **Community Services** to provide environmental education and inclusive programming.
- Community accessibility through free skate sessions and subsidized youth programs.

5. Community Impact and Governance

Economic and Social Benefits

- Provides local, low-cost ice time for Cape Elizabeth residents.
- Attracts regional visitors, generating secondary local business revenue.
- Encourages youth athletics and social connection across age groups.
- Creates 6–8 seasonal part-time jobs and 2 full-time positions.

Partnerships

CCAG will continue collaboration with:

- **Cape Elizabeth Schools** for team use and youth programming.
- **Cape Elizabeth Community Services** for recreational scheduling.
- **Local businesses** for sponsorships and concessions.

Governance

The facility will be operated by the **Cape Community Arena Group**, a 501(c)(3) nonprofit registered in Maine. The board includes local residents with experience in construction, finance, and community engagement. Annual reports will be provided to the Town of Cape Elizabeth, ensuring transparency in operations and finances.

6. Conclusion

The Cape Community Arena project represents a **financially sustainable, community-driven investment** that satisfies a pressing regional need for ice time while providing tangible benefits for Cape Elizabeth families and schools.

With demonstrated operating success from the temporary rink, a clear energy efficiency track record, and a nonprofit model proven by peers like the Casco Bay Arena, the project is ready to proceed to Planning Board review and permitting.

Requested Action:

Town of Cape Elizabeth approval to continue the Planning Board and permitting process under existing partnership discussions, allowing CCAG to secure final design, donor agreements, and construction planning for the permanent open-air facility at Gull Crest Fields.

Cape Community Arena Operations Plan

This Operations Plan describes the proposed governance, staffing, operations, maintenance, scheduling, financial approach, and implementation strategy for the Cape Community Arena. The objective is to provide a safe, financially sustainable, and community-focused ice facility.

Mission

Provide a year-round community asset that supports youth and adult recreation, skating, hockey, and community events while operating in a fiscally responsible manner.

Governance

The Arena will be overseen by a Board of Directors responsible for strategic planning, budgets, policies, capital planning, and oversight. The Board will meet regularly and review operational and financial performance.

Hours of Operation

Normal operating hours will be 7:00 a.m. to 10:00 p.m. Ice operations will generally run from November through March, with flexibility for shoulder seasons, dry-floor programming, maintenance, and special events.

Staffing

A full-time Rink Manager will oversee daily operations, scheduling, rentals, customer service, vendor coordination, reporting, and facility supervision. The Manager will also be a certified Zamboni operator. Additional Zamboni operators will provide resurfacing coverage outside the Manager's schedule and will complete custodial duties including cleaning, trash removal, locker room inspections, and basic building checks.

Scheduling

Ice time will be allocated to youth hockey, figure skating, public skating, learn-to-skate, adult leagues, school programs, tournaments, camps, and community events. The Board may establish annual scheduling priorities.

Financial Operations

Operating costs include labor, electricity, utilities, insurance, supplies, maintenance, and administrative expenses. Detailed operating budgets have been prepared separately and will be reviewed annually. Revenue will include ice rentals, programs, tournaments, sponsorships, donations, and other approved sources.

Maintenance

Preventive maintenance will be emphasized. The refrigeration chiller has already been purchased and is expected to have a useful life exceeding 30 years with proper servicing.

Routine inspections, resurfacers maintenance, dasher board repairs, HVAC service, and building upkeep will be completed by rink staff or qualified contractors.

Safety and Risk Management

The Arena will maintain emergency action plans, staff training, first aid supplies, AED access, incident reporting procedures, and compliance with applicable building, fire, and workplace safety regulations.

Capital Planning

Major equipment will be tracked through a capital replacement schedule with annual reserve contributions to reduce long-term financial risk.

Construction Timeline

The project intends to break ground during the coming spring. Construction will proceed according to the phased development plan previously presented to the Town Council and Planning Board. Progression between phases will depend on permitting, fundraising, contractor availability, and construction milestones.

Reporting

The Rink Manager will provide regular operational reports to the Board including utilization, finances, maintenance, safety incidents, and recommendations.

PHASING PLAN

Phase 1 - March 2027 through November 2027

A. Site Work

- Erosion control
- Pavement removal
- Relocate storage building (temporarily)
- Site grading
- Excavate and backfill for foundation wall

B. Stormwater Management

- Structures and piping
- Biofilter beds (3)
- Inlet and outlet aprons

C. Parking Lot

- Gravel subbase and base
- Base course pavement
- Slipform curbing
- Light pole bases and conduit
- Loam and seed affected areas

D. Structural Concrete

- Continuous footing
- Spread footings
- Frost wall
- Foundation wall

E. Storage Building

- Construct new storage building

Phase 2 - March 2028 through November 2028

A. Site Utilities

- Water line
- Sanitary sewer line
- Electric, telephone and cable conduits

B. Ice Rink Slab

- Concrete slab with embedded coolant lines

Phase 3 - March 2029 through November 2029

A. Building Construction

- Steel frame erected
- Roofing and cladding installed
- Solar array installed
- Conditioned space built for utilities and Zamboni
- Bathrooms
- Utility connections

B. Site Improvements

- Retaining wall
- Exterior lighting and signage
- Drip edges
- Plantings
- Loam and seed affected areas

Phase 4 - March 2030 through November 2030

A. Building Construction

- Framing
- Cladding
- Building services
- Insulation
- Finishes

B. Site Improvements

- Finish pavement
- Loam and seed affected areas





**Town Council Meeting
Monday, July 13, 2026**

AGENDA ITEM SUMMARY

Communication Policy Discussion

Council Resource: Elizabeth Scifres

Staff Resource: Susana Measelle Hubbs

Background:

The Town has made great strides in the last few years to increase the information sharing and engagement of our citizenry through the use of technology and hiring of a full-time Communication Coordinator. The Council has not adopted changes to a communication strategy or policy since 2010. Tonight's workshop discussion, and review of the recent Flashvote citizen survey, will help the staff and Council draft a communication policy that addresses the current expectations of the community.

Exhibit: communications_strategy July 2010

Draft Motion: Workshop discussion item only

Adopted: July 12, 2010

The Town Council, seeking to enhance more effective citizen participation in local government, will implement a communications strategy to more effectively provide information to citizens on municipal services and on local issues.

**Town of Cape Elizabeth, Maine
Communications Strategy
July 2010**

This communications strategy, adopted by the Cape Elizabeth Town Council on July 12, 2010 is intended to serve as a springboard for the local government to improve effective communication with citizens on municipal services and on local issues. It also provides specific recommendations on how the local government could enhance communications with other parties including the media.

Desired Outcomes

The desired outcomes of this strategy are as follows:

- Citizens will know where to find information on their local government and will be able to complete routine transactions with the government 24/7.
- Meeting rooms and meeting procedures will enhance public engagement.
- Citizens will have opportunities to impact local decision making.
- Municipal information, both online and in print, will have a clearly recognized identity.
- Municipal officials and staff will understand opportunities to disseminate information of interest to citizens and other parties.

I. Citizens Finding Information



A primary source of official information for citizens of Cape Elizabeth is www.capeelizabeth.com. It received 83,000 visits in March 2010 and nearly 300,000 page views. The website is utilized by the press to access information written by our webmaster and it is a resource for staff and others for searchable reference material on the Town. It has been recognized as one of the best municipal websites in Maine.

The website is staffed by a part-time webmaster who undertakes all of the website design, 99% of the website posting and writes nearly all of the news stories on the homepage. The FY 2011 stipend for the position is \$22,000 which is an exceptional value for the time and talent devoted to the site.

The website guidelines provide: *The Town of Cape Elizabeth homepage is not intended to be a forum for expressive activity by members of the public or by government officials; instead it should provide neutral information and data and links which do not espouse specific views.*

A. Website Recommendations

1. The website should remain as the primary source of official municipal information, both current and historical. It should be neutral in focus, should archive agendas, minutes and related documents of official meetings, streaming video of taped meetings, and the website should continue to be updated on a daily basis.
2. The website will not serve as a vehicle for commenting on municipal issues and services. The website shall contain links to easily enable e-mails to municipal officials.
3. Other websites provided by the Town of Cape Elizabeth such as the sites for Portland Head Light and the Thomas Memorial Library shall contain numerous prominent links to www.capeelizabeth.com. The main website will contain links to other websites maintained by the Town.
4. The website should be reorganized to better categorize information with drop down menus and shall utilize more color and more video.
5. Municipally produced short videos describing local services or outlining municipal issues should be available on the website and in social media.
6. The staff shall advertise the availability of RSS feeds as an option for citizens to receive website updates.

B. Other Opportunities for Citizens to Find Information

1. The Town of Cape Elizabeth should regularly issue press releases regarding municipal issues and activities. Press releases should be sent to print media, radio, television and online content providers.
2. The Town Manager shall provide several updates each month on municipal activities that may be of interest to the public. These shall be sent to the same list as press releases.

3. The Town should consider the placement of an electronic message sign on town property at the recycling center to provide important official messages.
4. CETV should continue to broadcast regular meetings of the Town Council, School Board, Planning Board and Zoning Board of Appeals. Programming on CETV shall be expanded to include programs focusing on the activities of municipal departments.
5. The tax bill should contain an insert each time that outlines current municipal information.
6. The Town Council shall annually invite public input on citizen priorities prior to the annual goal setting process.
7. The Town Council will seek opportunities to speak to local groups on topics of interest to citizens.

II. Meeting Rooms and Meeting Procedures Should Enable Public Engagement

The three major meeting rooms at the Town Hall need updating. The Town Council chamber has poor acoustics, and the seating is crowded for many meetings. The Council dais takes up more than half of the room with its ramp, its angle, and the need to have space between its elevated position and the first row of seating.

The William H. Jordan Conference Room is often overcrowded, is not easy to find for new visitors and has heating challenges. Its accessibility through a wheel chair lift does not meet current standards.

The 2nd floor conference room near the ACP office also has little room for the public and is difficult to reach.

A. Meeting Space

A study should be undertaken to see if meeting spaces at the Town Hall could be changed to add public seating, to improve sound projection, and to enhance the opportunity for public engagement at meetings. As part of this study, surplus space at the Cape Elizabeth Police Department should be reviewed to potentially free up additional space for meetings at the Town Hall.

B. Participation at Meetings

All Town Council meetings and meetings of advisory boards and commissions should provide an opportunity for members of the public to speak. Each board shall develop procedural rules in accordance with Maine law that enable this participation to occur while still ensuring there is an opportunity for the board to conduct its deliberations.

III. Citizens will Have Opportunities to Impact Local Decision Making

- A. Except for emergency special meetings, at least 72 hours notice of any municipal meeting shall be provided. The notice shall include a copy of the agenda for the meeting posted on the calendar section of the municipal website.
- B. The Town should continue to expand the online availability of documents related to agenda items.
- C. Every agenda shall contain a brief summary of the procedures for public participation at a meeting.
- D. The procedural rules for each board and commission shall be posted on the website.
- E. The Town will continue to provide an opportunity to e-mail boards and commissions directly via the municipal website.

IV. Municipal Information, Both Online and in Print, Will Have a Clearly Recognized Identity.

The Town does not have a uniform logo or mark identifying itself. There are different versions of the Town seal and municipal departments have developed their own identity marks.

- A. It is recommended that the Town update its Town logo to a single identifying mark for all municipal departments. This mark or logo should be created utilizing volunteer talent within the community.
- B. The new mark shall be utilized on municipal vehicles, on letterheads, on agendas, on municipal publications, on the website and on signage when appropriate.
- C. The new mark shall convey a positive image and identity for the Town of Cape Elizabeth.

V. Communications Training

- A. The Town Council will include as part of its own orientation process and as part of the training process for boards and commissions, a discussion of communications strategy and the importance of providing the public timely information and meaningful input into policy deliberations. This shall include specific training on Maine's statutes relating to access to public meetings and public information.
- B. The Town Manager should include as part of the professional development and training opportunities for all employees workshops and seminars related to effective communication.



**Town Council Meeting
Monday, July 13, 2026**

AGENDA ITEM SUMMARY

FlashVote Communications Survey Results

Council Resource:

Staff Resource:

Background:

Exhibit: FlashVote Communications Survey

Draft Motion:

Survey Results: Town Communications

 Survey Info - This survey was sent on behalf of the Town of Cape Elizabeth to the FlashVote community for Cape Elizabeth, ME.

These FlashVote results are shared with local officials

269

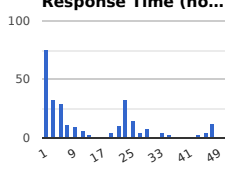
Total Participants

253 of 349 initially invited (72%)
16 others
Margin of error: ± 6%

Applied Filter:
All Responses

Participants for filter:
266

Response Time (ho...



Started:
Jul 8, 2026 11:06am EDT

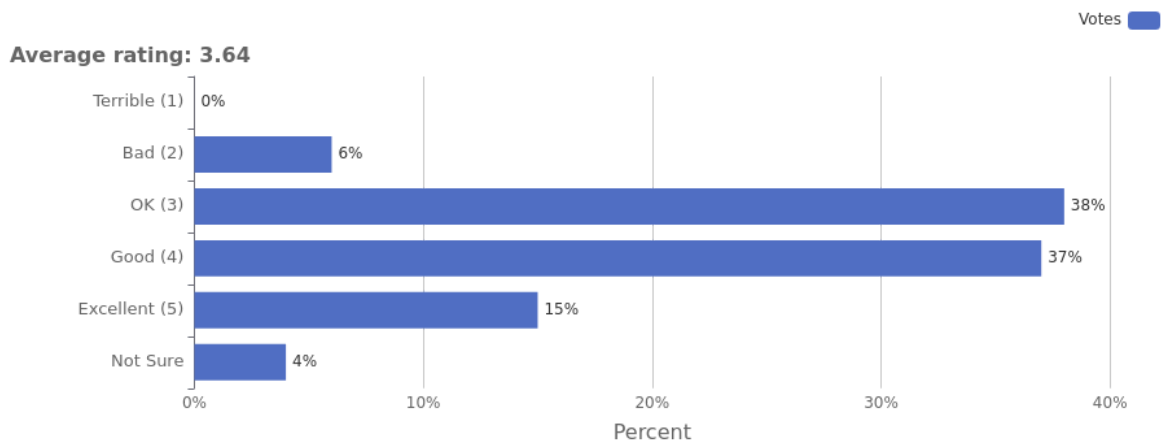
Ended:
Jul 10, 2026 11:07am EDT

Target Participants:
All Cape Elizabeth

Q1 Please rate the job the Town of Cape Elizabeth does of informing you about the decisions they're making and the things they're doing:

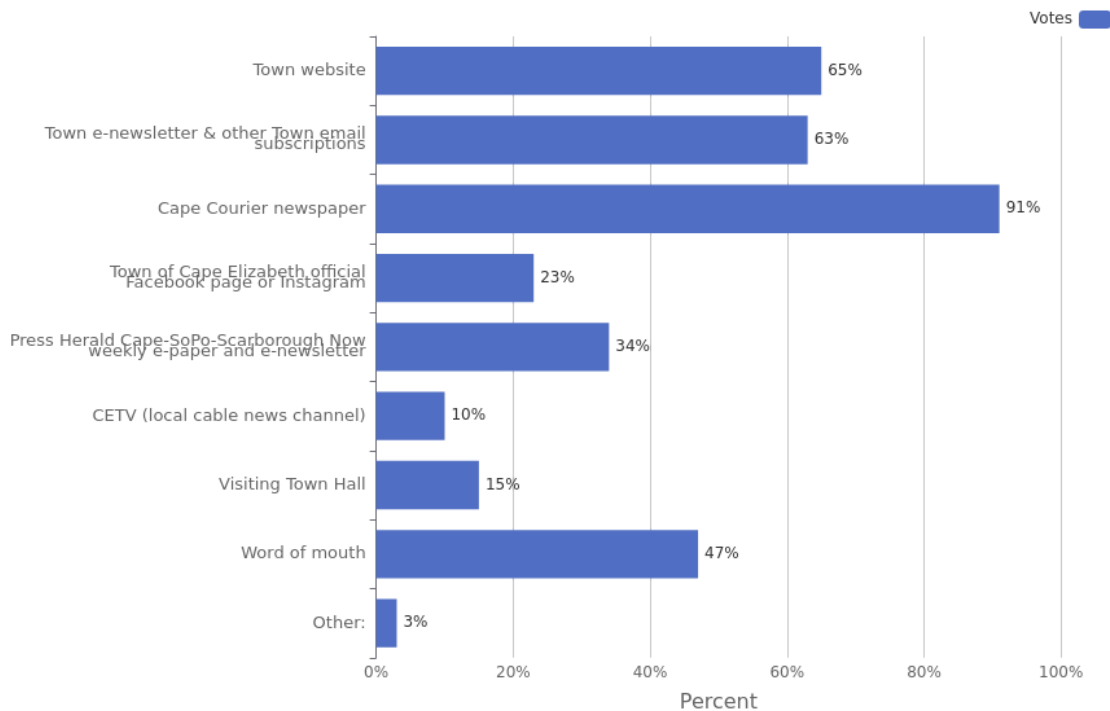
(266 responses)

Options	Votes (266)
Terrible (1)	0% (1)
Bad (2)	6% (15)
OK (3)	38% (100)
Good (4)	37% (99)
Excellent (5)	15% (40)
Not Sure	4% (11)



Q2 In the last 12 months, which of the following, if any, have you used to obtain information about Cape Elizabeth government activities or services? (Choose all that apply, if any)
(253 responses)

Options	Votes (253)
Town website	65% (165)
Town e-newsletter & other Town email subscriptions	63% (160)
Cape Courier newspaper	91% (229)
Town of Cape Elizabeth official Facebook page or Instagram	23% (59)
Press Herald Cape-SoPo-Scarborough Now weekly e-paper and e-newsletter	34% (87)
CETV (local cable news channel)	10% (26)
Visiting Town Hall	15% (39)
Word of mouth	47% (120)
Other:	3% (8)



Responses for "Other":

facebook minutes council
 new fb people recorded
 web pod watch
 map meeting word
 via app mouth
 nice town cape posts
 reruns group
 attending reposting spectrum

Meeting minutes

POD

Would be nice if you could once again watch reruns of recorded meetings on Spectrum

New web map app

Word of mouth via one Facebook group.

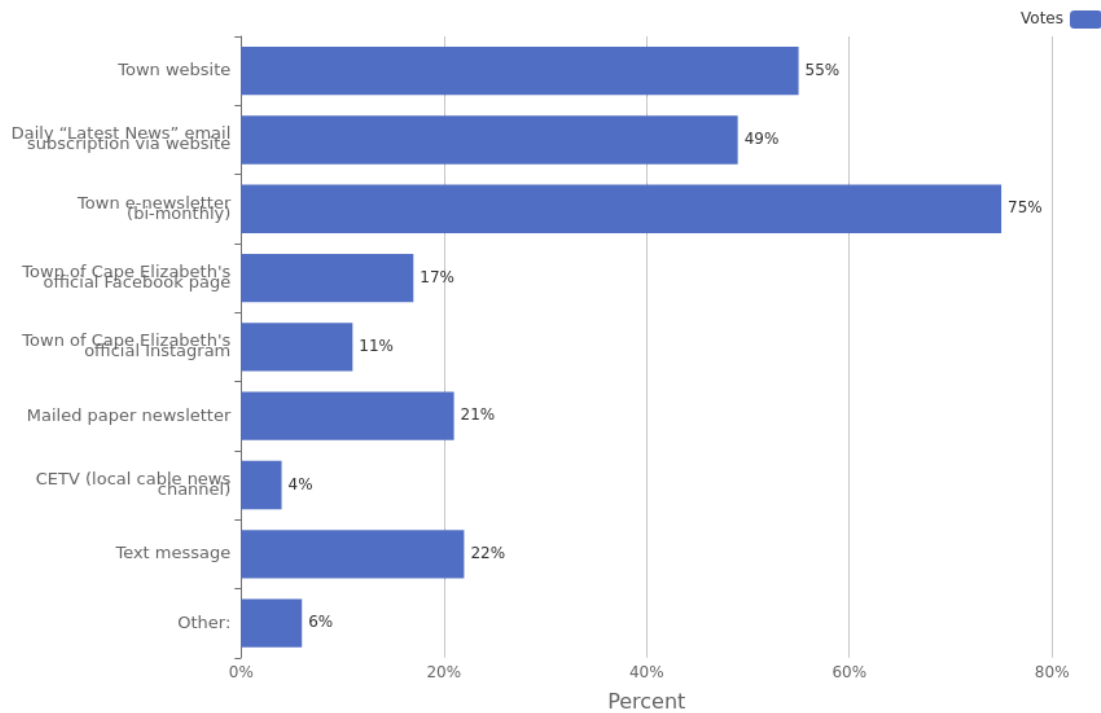
Watching or attending Town Council meetings

People reposting town posts on Cape POD FB group.

Cape POD

Q3 How would you prefer to receive information from the Town of Cape Elizabeth? (You can choose up to FOUR, if any)
(255 responses)

Options	Votes (255)
Town website	55% (139)
Daily "Latest News" email subscription via website	49% (126)
Town e-newsletter (bi-monthly)	75% (191)
Town of Cape Elizabeth's official Facebook page	17% (44)
Town of Cape Elizabeth's official Instagram	11% (27)
Mailed paper newsletter	21% (53)
CETV (local cable news channel)	4% (11)
Text message	22% (55)
Other:	6% (15)



Responses for "Other":



Continue announcing in Cape Courier

Everyone does not use social media. The Courier is bias..... What's up with space and taxes?????

Would like the newsletter to have content and not just a link

Cape currier

Local Cape Newspaper

Cape courier

Town newsletter that contains the actual content plus a link to a supporting page on website.

Would love for the town to install a digital message board in front of town hall for events & news

Please make email topics clear without having to click

Email

emails with content, all emails currently just send the same links each time

One single weekly email instead of multiple ones as is currently how it's done. It jams up my mailb

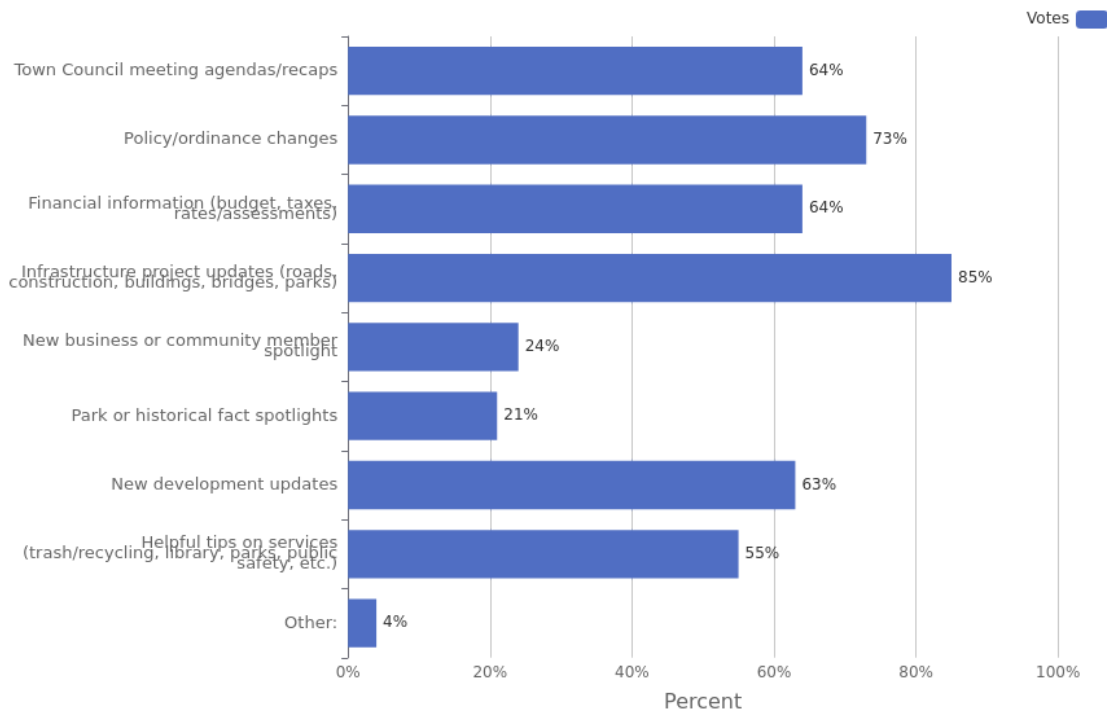
Email daily, as in the past

As needed emails

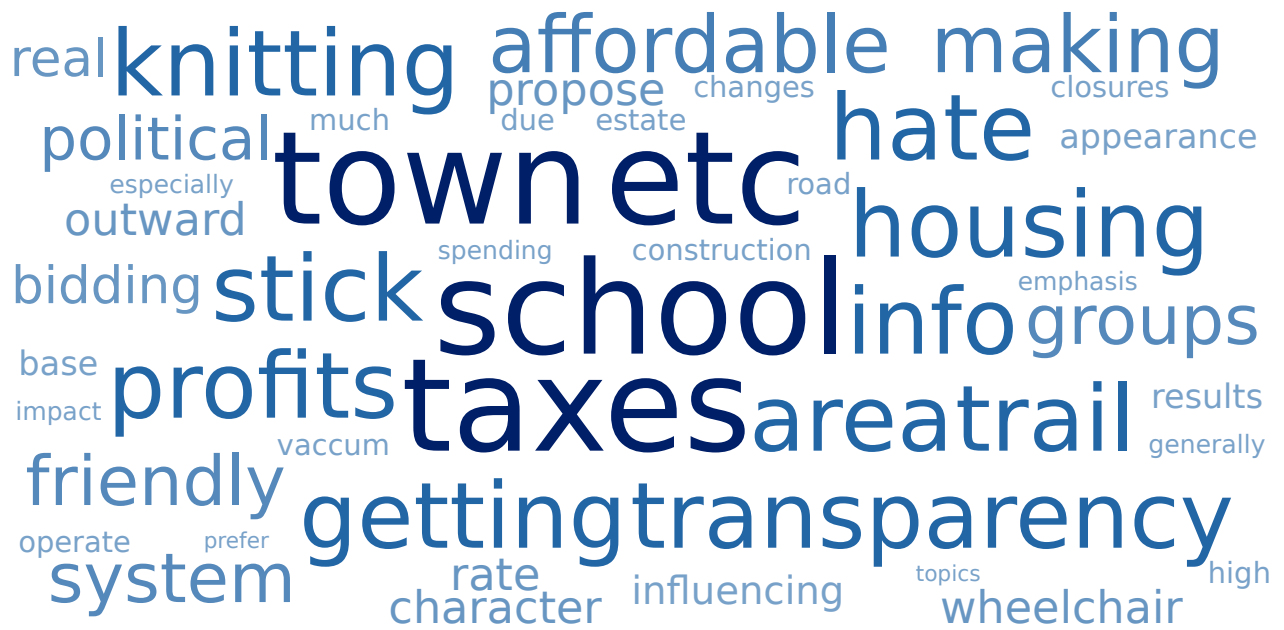
Cape Courier

Q4 Which of the following topics, if any, are you most interested in receiving information about from the Town of Cape Elizabeth? (You can choose up to FIVE, if any)
(255 responses)

Options	Votes (255)
Town Council meeting agendas/recaps	64% (162)
Policy/ordinance changes	73% (186)
Financial information (budget, taxes, rates/assessments)	64% (164)
Infrastructure project updates (roads, construction, buildings, bridges, parks)	85% (218)
New business or community member spotlight	24% (61)
Park or historical fact spotlights	21% (53)
New development updates	63% (161)
Helpful tips on services (trash/recycling, library, parks, public safety, etc.)	55% (140)
Other:	4% (11)



Responses for "Other":



School spending, they operate in a vacuum

Taxes - changes in the base rate. Especially emphasis real estate taxes. They are much too high.

Road closures due to marathons, etc.

I'm generally interested in all of the above, but prefer topics that impact me most

All of the above

School board doings, bot public and in the gray area. Transparency.

I hate getting info about other towns, non profits, etc. we should stick to our knitting and just s

affordable housing

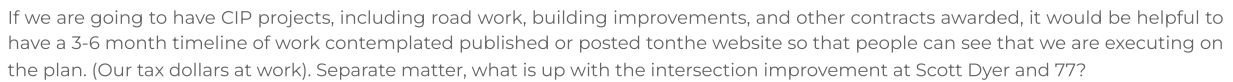
Making the trail system more wheelchair friendly

When political groups propose influencing the character or outward appearance of our town.

Construction bidding and results

(47 responses)

AI-Generated Summary



more frequent updates on road construction including Scarborough route 77

When is the town center going to be developed?

Agendas and minutes are very long and not easily searchable. I still find the website a bit cumbersome to use.

E-mailed updates would be helpful

People have to know that they can sign up on the town website to receive notifications about topics they want to receive. I wonder if a sign up opportunity on maybe election day, or periodically at the transfer station, or other a mailer in tax bill would be helpful??

No

The Cape Courier is widely read and an excellent choice for communications from the Town as it supports local business.

I would like physical mail or a email newsletter

With all email communications, it is a fine line between not enough and too much. I appreciate the notification of new postings via the Daily update, as long as they do not actually come daily. If new postings become more numerous, I would rather a Weekly update with new postings.

I shy away from Social Media for information, because at times the information has been filtered in some fashion.

Having a consolidated source for information, rather than bits and pieces scattered across various channels, would be helpful. I love the idea of a town newsletter, or perhaps a town updates page in Cape Courier.

Much improved communication! Love Coffee with a Councilor

I find the number of emails I get from the town overwhelming. I realize that I signed up to receive info but there is a lot to go through and so sometime important information about opportunities to share my opinion or go to a town meeting on an important subject gets lost/missed. I also realize that this MY problem and I'm just being honest. I'm hoping this flavored thing will be an opportunity for input on matters that are important. Thanks for looking for new ways to get feedback from citizens. I appreciate it.

I understand that everyone has a different preference, but I would appreciate information that's easily accessible, either through email or a text message if it impacts me (e.g., tax increase, traffic, closures, etc). For everything else (e.g., business spotlight, etc.), I can visit the town's official website. I also prefer it when the full text (or at least a summary) is in an email instead of just headlines and links.

Keep e-newsletter brief! And graphically engaging. Thank you for asking!

Again, I wish we had a digital sign in front of town hall. Would be great for news but also in emergencies.

This is great!

a weekly news letter recapping zoning, planning, conservation, and town council. a section on nature and highlighting greenbelt. a section local events

Solar powered electronic sign on Town Hall front lawn highlighting important things to know now and/or important upcoming items and dates

Emails need a clear and concise description of the information being shared

email update was good at one time, now it points to/has a link to am online webpage. Not as useful

Direct text messaging would be IDEAL

Newsletters need to be formatted so bulleted topics are first with links to the story followed by the actual stories. That way I can choose what I want to dive deeper into instead of having to read through the topics that don't interest me.

Too much extraneous info about other, non cape things, like first friday Portland.

A while ago, I believe a few Town Council members met with members of the community at the library. I wanted to attend yet the timing didn't work for me. I'd loveto see more of these informal discussions offered.

Other strategic plans the town council makes behind closed doors to benefit their agenda,

The town budget is a major concern. With decreasing school enrollment against increasing senior needs the dollars appear to be going into the wrong expense accounts. That said with property valuations and taxes at an all time high why isn't the town budget going DOWN. Is there a need to continue to tax and spend. Reduce spending thoughtfully and reduce taxes appropriately. As far as employee benefits are we still providing pensions? Are we still providing 100% of healthcare premiums. What do these benefit packages look like and who is eligible? What are we doing as a town to drive down energy costs? Hopefully the Solar Farm works to our advantage although many Green initiatives have failed miserably, and famously throughout New England. Not to mention they were not, in fact, "green" at all.

I did not know there was a town E newsletter. I am not sure how to subscribe. But I can look online to see if there is an obvious link.

When topics involve possible resident involvement it's great to be informed. Mainly when city council is voting on issue

Digital signs - by the town hall ? And other places ? Would have been nice if tours of the schools had been on the digital sign when the school construction project was being considered. (It's my understanding that's against the rules...if so - change the rules as good communication is important.)

thank you

Use Town website more

The lack of public outreach for the basketball court placed on the grounds of the library is appalling. Not only was this special interest project pushed through proper council review by an interim town manager, there was zero community discussion about this and how having it located adjacent to the library would impact the library's operations or the use of the service by the public.

I unsubscribed from the town newsletter because (if memory serves) it required clicking on a link to view.

Include roll call of votes by the town council amd school board.

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