

MINUTES FOR ECONOMIC DEVELOPMENT COMMITTEE

April 14, 2015

Called to order at 7:20 p.m.

Present: Lana Razdan, Peter Beacham, Rollyn Hoffman, Rob Liebow, Theresa Scatterday, Jim Cox, Steve Attwood

Absent: Suzan Galpin

Guests: Gary DellaRocco, Lynne Norris, Zenas Seppala, Joann Souza, Ariane Doud, Carin Warner, Erin Vadala, William Clark, Jim Gardner, Matthew Anzivino, Molly Karcher, Cathleen Cahill, Ken Riehl, Peter Webber, Sue Kochler-Arsenault, Dan DeLouise

➤ **Previous Minutes**

On March 18, 2015 the EDC hosted a discussion with Dr. Bluestone on the EDSAT initiative, in place of its usual monthly meeting.

➤ **EDSAT**

A final report was issued by Dr. Bluestone that was presented and discussed on March 18 with several town officials and citizens, and which can be found on the Town website under the 'Moderator' link.

As a result of the report and meeting, the EDC will put together a long term economic development plan as a framework for its future actions. Lana will structure a list of questions for committee members, for discussion at the next meeting.

➤ **PR Marketing Update**

Warner Communications presented a comprehensive report of activities since the beginning of the year. The company was complimented by Lana on behalf of the committee for its excellent work in achieving promotional coverage, and for its development of a strong pipeline of pending media visits and coverage. Also noteworthy is the continued strong growth in the amount of public engagement with the social media platforms that they developed.

➤ **Rockportusa.com Website Proposal**

Ken Riehl of the Cape Ann Chamber of Commerce presented a 'strawman' proposal to update this popular visitor website which would be funded in part by the EDC. Much discussion, including the energetic participation of several innkeepers, resulted in Lana concluding on behalf of the EDC that the committee would study the proposal in the context of the EDC's longer term plan, the merits and costs of the case presented, the views of the Town Administrator, and other calls on the EDC's financial resources granted by the town.

➤ **Other Business**

- **EDC Budget:** Town Meeting on April 4, 2015 voted to authorize the EDC budget at the funding level proposed.
- **Future Proposals and Presentations:** Several requests have been received to have the EDC consider various initiatives. These are under consideration and it was agreed that Barbara Sparks would be invited to the next meeting to discuss Millbrook Meadow.
- **Cultural App:** This project, in part funded by the EDC, continues to evolve and an update meeting is scheduled for April 20.

➤ **Date of Next Meeting**

TBD

The meeting adjourned at 9:00p.m.