

MINUTES FOR ECONOMIC DEVELOPMENT COMMITTEE

July 16, 2013

Called to order at 7:20 pm

Present: Lana Razdan, Peter Beacham, Rollyn Hoffman, Gary DellaRocco,
Jim Cox, Steve Attwood

- **Minutes of the Meeting of June 11, 2013**
Approved.
- **Wayfinding Update Report**
A draft document describing an action plan to mark 3 routes from the train station to Dock Square was approved for implementation. The next step is to secure approvals from town officials and arrange for volunteer manpower to execute the project.
- **Family/ Music Outreach**
One of the current objectives of the EDC is to help attract younger families to Rockport, and a key advantage that the town has compared with its neighbors is the richness and diversity of the arts and music educational opportunity for young people. Matter Communications has been briefed to generate favorable publicity around this theme, and Nathan Cohen from RHS has agreed to be their 'go to' person to help develop material.
- **Trolley Extended Hours Promotion**
Distribution of informational flyers to the retail community describing the additional hours of CATA bus operation has begun, and further distribution will be completed soon by EDC members. Additionally, Matter has assisted in making the news known to some 50 print and electronic outlets.
- **Committee Vacancies**
The EDC members approved a motion to invite Karen Berger and Rob Liebow to join the committee. Both invitees have expressed an interest in participating.
- **Other Business**
 - The agreement to work with Matter Communications will expire at the end of October. It has been decided to file a Request for Proposal for the following period.
 - The EDC continues to support the illumination night initiative and Matter has used its network to publicize the event.
 - No tangible progress to report on food market or restaurants.
- **Date of Next Meeting**
August 6, 2013

The meeting adjourned at 9:00 p.m.

