

## MINUTES FOR ECONOMIC DEVELOPMENT COMMITTEE

June 10, 2014

Called to order at 7:20 p.m.

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

Absent: Jim Cox

Guests: Suzan Galpin, Susan Collins, Sarah Kelly, Dawn Noble, Matt Cegelis, Denise Attwood, Claire Franklin, Cameron Smith, Matt Anzivino

➤ **Minutes of the Meeting of May 13, 2014**

Approved.

➤ **Public Events Collaboration Discussion**

At the invitation of the committee, Susan Collins (Fireworks), Sarah Kelly (Festivals), Dawn Noble (Shoppers' Night), and Claire Franklin (New Year's Eve) discussed the current state of the initiatives they lead and the challenges they face.

Their work is very much appreciated by the committee for its contribution to the fabric of the town, and the objective was to facilitate a meeting of the principals to see if there were ways for them to help each other, and for committee members to help them.

The conclusions were that several challenges are shared in common:

- Fund raising
- Number of volunteers and their time commitment
- Lack of a data base of donors, volunteers, shopkeepers etc
- Publicizing events adequately
- Navigating through the town permitting process
- The huge personal time and energy commitment required to lead the effort
- How to 'pass the baton' once the time comes for new leadership

Much time was spent discussing the issues and all the participants agreed that the dialog had been useful and will be continued both among the speakers and with the EDC.

Several members of the committee are already involved in helping the event leaders solve problems and the committee will give thought to what additional role it can play.

➤ **Updates**

- **EDSAT:** The project will become active in the fall.
- **Real Estate Questionnaire/ Focus Group:** The action plan previously outlined is scheduled to be implemented by the third week of June.
- **Mobile App/ Cultural District:** A lot of work has been done by Rol and Jim to update the App. A kick-off event is intended in the near future.
- **PR/ Marketing:** The contract wends its way to completion and it is hoped that July will witness its implementation.

➤ **Other Business**

- The Head of the Cape Ann Chamber of Commerce will meet the EDC at the next meeting to discuss the Chamber's plans for Rockport.

➤ **Date of Next Meeting**

July 8, 2014

The meeting adjourned at 9:15 p.m.