

MINUTES FOR ECONOMIC DEVELOPMENT COMMITTEE

June 11, 2013

Called to order at 7:20 pm

Present: Lana Razdan, Peter Beacham, Rollyn Hoffman, Steve Attwood

Absent: Gary DellaRocco, Jim Cox

Guests: Zenas Seppala, Karen Berger

➤ **Minutes of the Meeting of May 7, 2013**

Approved.

➤ **PR/ Marketing, Grocery, Restaurants Update**

- Positive Rockport pieces have appeared in North Shore Magazine and Wicked Local; also on travelingmom.com and a Pittsburgh site, following efforts from Matter. However, now that summer is here, Matter has been instructed to concentrate on the longer term goal of attracting a younger demographic to Rockport. To that end they will focus on generating pieces that differentiate Rockport from other communities like the arts programs in the high school and the general cultural advantages of the town. Nathan Cohen and Karen Berger have agreed to assist Matter in this endeavor.
- An agreement in principle has been reached for a grocery store to come into the town.
- Nothing new to report on restaurants.

➤ **Forum Discussion**

After deliberation, the committee decided not to pursue a forum this year.

➤ **Board Vacancies**

The committee may have as many as 9 members and currently has 6. Discussion took place concerning the kind of profile of individual that would be complementary to the existing committee. Preliminary contact with some individuals will be made to gauge their interest in serving, and this will be discussed at the next meeting.

➤ **Other Business**

- Funding by the EDC for extended hours of the CATA shuttle was accepted by the Selectmen, and the extension is now in operation. The committee is working to get notice of the revised hours to the businesses in town.
- The committee approved a motion to finance a \$1,700 contribution over 2 years to the creation of a smart phone app for a Cultural District walking tour, provided that application for a matching Adams Grant is successful.
- The wayfinding path project, and the redesign of the Information Booth project, have both hit administrative roadblocks and will be reactivated.

- **Date of Next Meeting**
July 9, 2013

The meeting adjourned at 9:10 p.m.

