

MINUTES FOR ECONOMIC DEVELOPMENT COMMITTEE

May 7, 2013

Called to order at 7:20 pm

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

Guests: Sarah Kelly, Stephanie Wolff

➤ **Minutes of the Meeting of April 2, 2013**

Approved.

➤ **Inns of Rockport Magazine Proposal Review**

Lana plans to discuss an advertising-funded magazine proposal put forward by the Inns of Rockport with Matter Communications in an upcoming meeting. She will report back at a later date.

➤ **PR/ Marketing Update – Town Meeting Recap**

- Town Meeting approved the funding request for the committee.
- Lana reported a further change in Matter Communication personnel. She feels that, while the new account executive appears impressive, some opportunities have been missed by Matter and they are on probation.

➤ **Rockport Music Education Program Update**

- Stephanie Wolff reported tremendous expansion of programs with more than 8,000 attendees to some 83 events in the last year. The ratio of student to adult attendees was slightly greater for adults.
- Stephanie is open to any ideas combining musical education and interaction with the arts community, and encouraged EDC members to let her know their ideas for both the short and long terms.
- The EDC thanked her for the report.

➤ **Rockport Festival Committee Update**

- Sarah Kelly reported that after 3 years of experience, the committee continues to strive to improve its festival offerings for the community.
- A conscious effort is being made to involve local businesses more.
- Expansion of the number and types of festivals/ events is constantly under review within the overall mission of the Festival Committee.
- The EDC thanked her for the report.

➤ **Other Business**

- Following a request by Erin Batistelli on behalf of the Selectmen, the committee voted to authorize Lana to allocate up to \$8,000 of the EDC budget to extend the CATA shuttle bus hours from 7:00 to 9:00 pm. during the summer months, if Lana is satisfied with the details of the CATA arrangement.

- Peter reported that negotiations and evaluations continue for the Blacksmith Shop, and that there is a party interested in the former IGA facility.
- The wayfinding path project, and the redesign of the Information Booth project, remain in the discussion phase.
- Lana requested that members get back to her with ideas for a possible interactive forum in the fall and indicated that this would be an agenda topic for the next meeting.
- 'Rockport EDC' is the committee's proposal for the website's domain name.
- All members indicated their willingness to continue to serve on the committee with the exception of Bob Rushton who has resigned.

➤ **Date of Next Meeting**

June 4, 2013

The meeting adjourned at 9:15 p.m.

