

MINUTES FOR ECONOMIC DEVELOPMENT COMMITTEE

November 12, 2013

Called to order at 7:20 p.m.

Present: Lana Razdan, Rollyn Hoffman, Gary DellaRocco, Peter Beacham, Rob Liebow, Steve Attwood

Absent: Jim Cox

Guests: Theresa Scatterday

➤ **Minutes of the Meeting of October 8, 2013**

Approved.

➤ **PR Update**

The RFP is at the Town Administrator's office and will be sent out by the staff. Lana asked committee members who have recommendations for PR firms to let her know. Once responses have been gathered, a sub-committee of the EDC will be formed to review applications.

➤ **Walking Tour App Update**

A firm has been hired to create a walking tour app for points of cultural interest in Gloucester, Essex and Rockport. Lana and Jim continue to collaborate on the execution phase of the Rockport module and rollout of the app is hoped for in the spring.

➤ **New Member Update**

Theresa Scatterday was introduced to the group and participated in the meeting. She was encouraged to complete the process of joining the committee.

➤ **Other Business**

- Peter reported that significant developments are possible for the Whistlestop Mall in the not too distant future - similarly for the establishment of new restaurants.
- Rol will analyze the rider utilization data for the extension of CATA bus operating hours that was funded by the EDC. This will allow the committee to make a recommendation to the Selectmen prior to the next CATA contract.
- Lana will obtain a statement of the actual annual expenditures made by the EDC and Steve will post it as an addendum to the minutes.

➤ **Date of Next Meeting**

December 10, 2013

The meeting adjourned at 8:50 p.m.