

Minutes to Economic Development Commission Meeting on Monday, November 13, 2023 held at the Joseph P Norton EOC Public Safety Complex 800 CJC Highway.

Present: EDC: Sue DiPesa, Geena Savage, Grace Gardner, Berry Kurland, Susan Daileader

Other attendees: Amy Linnel, Kathy Reagan, Matt McKinley, Jane Norton, Chrissy, Emily McCullough, Lynda Ferguson, Kristen (Waterways)

Meeting was called to order at 6:34pm

Introductions were made and Kathy Reagan, new Town Administrative Assistant and Communications Manager, introduced herself and discussed her background and goals for the position. Sue DiPesa gave an update on the Leadership Forum re: getting it fully organized to set goals this winter. Hoping to get all stakeholders/committee leaders involved.

EDC has requested proposals from two marketing firms, the idea was presented to Jim Boudreau and Nancy Holt, both in agreement with pursuing.

Minutes to the October meeting will be approved in Dec.

No update from Sharc Committee.

Marketing Communications: Berry and Grace reiterated the goal is to reach consumers and businesses in the community to better understand their needs. EDC wants to ensure we are working to help those we serve. The Community Leadership Forum will be emphasized to connect business leaders and other stakeholders (committee members/leaders). Build a survey and launch in Jan 2024, then put together implementation plan in Q2.

Kathy Reagan mentioned the Minot Beach Restoration project and several attendees were unfamiliar with the project, thus, Kathy indicated a targeted communication would be going out to residents in the affected area and that there is a video on the website, plus signage will be going up around town. Berry mentioned posting on the Transfer Station sign and that signing up for emails is a good way to get notified.

Grant Applications: Ed Kelly from the "I Love a Parade" St. Patty's Day parade committee requested \$12,000 from EDC with detailed explanation. Due to limited funds at EDC and Sue has received multiple calls from groups requesting how to apply, the committee put forth a motion to approve \$6,000 with the thought that this would be reviewed later in the fiscal year and if funds were available to give more. The EDC unanimously approved this motion.

Lynda Ferguson recommended that the EDC consider putting a deadline on the application in the future to help with budgeting etc. Since this is the first year introducing this process the main thrust is to educate the community about the new process which can be tweaked going forward.

Marketing Plan: Geena spoke about the two vendor review process and that we had received proposals that we are reviewing to be voted on in the December Meeting. Reiterated that this approach dovetails

nicely with the communication plan Grace and Berry are working on. Lynda Ferguson expressed concern that the Marketing Firm chosen have experience working with towns.

Advisory Committee: Lynda updated the group that the budget process has started and that meetings with each Town department were underway.

Cole Parkway: Matt McKinley, Chair of the Cole Parkway Committee, gave an overview of the RFP process for hiring and engineering firm. The focus of the RFP and the direction given to the respondents was 1.) Improve Parking, 2.) Review and Recommend solutions for drainage issues, 3.) Flood mitigation, 4.) the project should be aesthetically pleasing to the extent possible. After reviewing 4 proposals, and interviewing 2 finalists, Collins was selected and is working on their project plan to be presented to the Committee in Q2 of 2024. The area is from the brook near St. Mary's parking lot to the Town Pier. Lynda F. raised the question how this plan worked with the Scituate Resiliency Plan that was done several years ago and Matt indicated that the RFP utilized a lot of what was in the plan. Berry was interested in bike racks to be included in the proposal and that Matt attend the Community Leaders Forum to educate more leaders. Additionally, Lynda F. Suggested public restrooms be included in the plan.

N. Scituate: Amy Linnel discussed the Dec 8 Holiday even called Harbor Lights in the Village. Hayrides etc. Also indicated that the Fall for Scituate event was successful. Lynda asked for flyers to advertise the Dec 8 event.

Greenbush: Sue read an update from Shelley indicating that Kennedy's had another successful Art event and that Makers Market 11/25 in Greenbush. Untold Brewery opening a third location in Plymouth and Duval Studio doing Nutcracker performance at Hingham High.

Scituate Harbor: Emily McCoullough new owner of Reels in Scituate Harbor, friends with Chrissy from Nona's and is very interested in making "Holiday in the Harbor" a more organized, annual event. Dec 1 hoping to have lobster tree. Big issues is the lights and Emily has received several proposals for a more permanent solution to make the harbor more attractive to visitors. She will be coming to EDC in the future for grant money to fund this more permanent solution.

Meeting adjourned at 8:30, Geena made a motion, seconded by Susan. Committee in favor.

Approved 12/11/23
