

**Economic Development Commission Meeting Minutes - December 11, 2023 @ 6:30 pm**

**Community Leaders Forum Meeting**

**Date:** December 11, 2023 at 6:30 p.m.

**Location: Hybrid:** Zoom/Town Library

**Attendees:** Sue DiPesa (chair), Susanne Hofmeister (co-chair), Paul Bartkiewicz, Grace Gardner and Susan Daileader

**Members of the public:** Seth Pfeiffer (Scit TV), Amy Linnell (North Scituate BA), Jane Norton (Chamber of Commerce), Krissy Donahue, Brenda O'Connor (West Cork) and Angela Dray (Sister City, Cape Verde)

**Call to Order:** Sue DiPesa called the meeting to order at 6:33 pm.

Old/New Business:

- Call to Order
- Introductions
- Approve Minutes
- Review, approve and sign pending bills – Review approved bills under the Municipal Modernization Act

Chairperson Report: Sue Di Pesa

Committee Reports:

- SHARC – Paul Bartkiewicz
- Cole Parkway - Susan Daileader
- Grant Applications – Geena Savage and Susan Daileader
- Scituate Visitors Center – Susi Hofmeister
- Community Forum – Berry Kurland and Grace Gardner

Business District Reports:

- North Scituate: Amy Linnell
- Greenbush: Shelley Swanson
- Scituate Harbor: Emily McCullough/Krissy Donahue

Liaison Reports:

- Advisory - Lynda Ferguson
- Scituate Chamber of Commerce – Jane Norton

Other Business:

- Marketing Proposal Discussion and Possible Vote

Next Meeting: March 18, 2024

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**Meeting Minutes:** The team approved the meeting minutes from June, July, August, October, and November 2023. Susi made the motion to approve the minutes and Paul second it, all were in favor, the minutes were approved.

### **Committee Report:**

- *SHARC-Paul Bartkiewicz:* Paul reported on the continuation of the permitting process and environmental review for their project, expressing excitement for the future park
- *EDC grant application - Susan Daileader:* Susan updated the team on the grant applications, mentioning two that had been approved (\$6,000 for St. Patrick's Day Parade and \$9,500 for the lights in the harbor) and another pending (Sister Cities' Film Festival for \$4,000).
- *Scituate Visitors Center- Susi H.:* The board members of the Scituate Visitors Center had a discussion with Sperling about improving their website content and better understanding visitor interests. They also discussed plans for the shoulder and upcoming season, with a focus on resource utilization. The economic discussion focused on the follow-up of the community leaders forum and the need for a platform for businesses to share updates. Mark from The Globe initiated talks about a potential expansion, and the team is seeking collaborators. The Hingham Economic Development Corporation (EBC) is considering creating a bridge forum with other coastal towns and plans to set up stakeholder meetings to draft a local business survey. The team also emphasized the need for alignment in marketing strategy plans to avoid duplication and ensure value for the community.
- *North Scituate Village - Amy L.:* Christmas in the Village was a real success. A lot of families were out in North Scituate. The Elf hunt and tractor rides were well attended. Board 143 is still renovating and the Beauty Bar is currently closed and seems to be getting a new business in. Susi reports that The Friends of North Scituate Village were able to finally plant 46 plants and 100 bulbs in the space between the train canopy and the train tracks. Hopefully, in the spring everything will be finished, including installation of the benches and tables and lights. Maybe, The Friends and the NBA could plan an event together to celebrate the new sitting area in North Scituate.
- *Scituate Harbor - Krissy Donahue:* The lights on the trees look great. The harbor merchants sold close to 300 buoys and they had a great success with this fundraiser to maintain the lights (\$4,500). The harbor also got a lobster trap Christmas tree. First Friday was very well attended. For next year, when Santa arrives by boat, more activities should be planned for that day in the harbor. Sue would love to see "The talking Christmas Tree" being in the harbor for this day. The Harbor Business Association is planning a little thank you party in January/February. A new bakery "Knead" is coming to the harbor, it will be like a Bistro with sandwiches. The lady is from Hingham and she attended the last Scituate Chamber meeting. DD is gone and it is not known who will go in that space.
- *Scituate Chamber of Commerce - Jane Norton:* Jane was busy promoting Christmas and the holiday season. Membership is growing and there is new energy in the chamber.
- New event possibilities were discussed. Something like the "Taste of Hingham" where restaurants give out free appetizers or something like the Lobsterfest in Marshfield could



be great events to celebrate the Lighthouse opening: "The Taste of Scituate".

- Brenda O'Connor gives a brief overview of the Sister Cities' Film Festival planned for January and February at the Reel in Scituate Harbor. They will show two French movies, one Irish and one Cape Verdean movie. The Sister Cities are planning to invite people new to Scituate and to involve other businesses to take part in this event.

#### Other Businesses:

##### Marketing Proposals:

The team discussed the marketing proposal, with Susan summarizing the team's progress. They had shortlisted two local firms, and had received proposals which were ranked by the commission. The team emphasized the need to clearly define the project objectives before proceeding with hiring a marketing firm. They also highlighted the importance of being prepared for potential visitors and utilizing the town's existing assets. The team decided to postpone voting on the proposals until they could better articulate their goals. They also discussed the potential costs associated with executing the plan, with estimates ranging from under \$10,000 to potentially another \$10,000. The meeting primarily revolved around the economic potential of tourism in the town of Scituate, with the team discussing the possibility of attracting more visitors, the revenue they could generate, and the challenges they might encounter. They considered the idea of a one-page project brief to outline their goals and objectives. The conversation also touched on the town's transportation system and the potential for collaboration with other local initiatives, such as the bike committee. The group recognized the need for a comprehensive plan to effectively cater to visitors and boost revenue.

They agreed to redefine the goals and the promise statement, potentially involving a subcommittee. Susan and Gina were identified as key contributors to this task. The team also discussed the impact on two firms that had already submitted their work and decided to delay the process until January. They plan to internally circulate a paper for everyone to contribute to and aim to have a recommendation ready by their meeting in January.

##### Next Steps:

- Consider aligning the marketing strategy plans with the business survey.
- Follow up on the status of the new business in the harbor area.
- Consider installing lights in the parking lot.
- Consider organizing a "Taste of Scituate" event
- Review and refine the proposals from the marketing firms.
- Create project brief outlining the goals and expectations for the marketing project.
- Reach to the two firms that have submitted proposals to inform them of the need for a delay until January.
- Schedule a subcommittee meeting to work on the project brief.

- Next EDC meeting: March 18, 2024 remote

**Adjournment 8:19 pm**

Generated with the help of AI, respectfully submitted: Susanne Hofmeister 03/10/2024

*Approved March 18, 2024*

