

Economic Development Council Meeting
Minutes: April 4, 2007; 9:30 am
Meeting Room A

Present:
Members: Chairman Steve Melamed, Thanassi Kuliopulos, Alix Ritchie, W. Todd Dever, Astrid Berg, Gabrielle Hanna

Absent: William Dougal

Meeting called to order at 9:40 by Chairman Steve Melamed

Motion made by Todd Dever

To approve revised minutes of the 2/21/07 EDC meeting and minutes of the 3/13/07 EDC meeting, with addendum.
Seconded by Gabby

All vote in favor; 4 for, 0 against, 2 abstain

Discussion regarding Ocean/Marine Science Management opportunities regarding Economic Development. Potential of Center for Coastal Studies, National Seashore involvement. Invitation to be extended to incoming Director of the Center for Coastal Studies (May 16th meeting). A. Germain to draft a letter of invitation to the director of the CCS for the May 16th meeting.

Discussion regarding permit requests. EDC makes no recommendations regarding gallonage permits. EDC will send criteria to applicants, however no opinion will be made out of the EDC. BOS needs to follow application procedures and criteria in granting permits.

Discussion regarding appointments as regular members to EDC by Todd Dever and Astrid Berg. Both Todd and Astrid need to re-apply as regular members as opposed to current standing as alternate members.

Notification regarding Tuesday April 24, 2007, 5 pm – 7 pm at the Vets Memorial School meeting invitation by Jessica Waugh to attend a summit of the community of learners regarding the Provincetown School District planning.

Number 3 Charette: Rollout of the report and presentation and discussion of the Concept Plan for the Provincetown Cultural Experience dated 2/27/07 prepared by ICON architecture, inc. Utilizing the repaving of the streets to help people move around town to places of interest. Storytelling, wayfinding concepts were well-supported. Need for good signage/directions/jitney to support tourists. Repaving to cost approximately \$4.5 million with an additional \$400,000 for the wayfinding. Seems to be a reasonable additional amount for economic development for a \$4.5 million project. Most people seem to think that it's a good idea. The kiosks, viewcreens seem to be a distraction (negative perception from populace) to the overall project and are too specific at this point in the project. Next step is for the Streetscape Committee to meet and present recommendations to the Adams Task Force which will then present to EDC which in turn will present to BOS.

Joint presentation of EDC, Tourism Office, VSB, Chamber of Commerce and PBG Business Summit and suggested to wait until after elections and incoming BOS in formed. All members agree.

Discussion regarding the difference between EDC and VSB. The tourism discussions are pulling EDC off of its main directive. If EDC is all about tourism, then perhaps the VSB should take the lead as the Committees are a bit redundant. To differentiate, EDC should be looking at the "big picture" of which tourism is just one part. Presentation to be made by EDC of the Mt. Auburn study to the Chamber of Commerce, VSB, etc. Viability as a year-round community is not related to development of tourism. Other opportunities need to be developed to generate year-round enterprise, employment, economic viability. Mt. Auburn study is a tool in developing these new directions. Mt. Auburn study should be presented to the community.

Discussion on Mt. Auburn study. Comparative analysis: Martha's Vineyard & Nantucket should be included in the study. Upper Cape v. Lower Cape distinction might be made for overall benefit. At issue - Is the study complete? Cost of doing business needs to be part of the study. County may be able to provide this information. Provincetown as

an isolated, rural community must be part of the study comparisons. Travel distance and transportation are major issues for Provincetown. Daily water transportation is an important factor. Opportunity analysis needs to take these factors into consideration. Phase 1 is incomplete at this point in time.

Need to contact Michelle and Dan Drey work with Mt. Auburn to complete Phase 1 providing Cost of Doing Business component. This study then needs to be presented prior to the VSB meeting.

Phase 1 is an analytical study of current demographic, importance of a qualitative meaning of study to be included. Phase 2 is the opportunity analysis which is based on the comparative information. Look at "old" visitor profile v. "new" visitor profile and EDC would recommend adjusting to the "new" visitor profile based on study results.

April 26, 2007 at 7 pm to be scheduled for a presentation of the Mt. Auburn Phase 1 study results to date. Possibility to hold the presentation at the Provincetown Theater Company.

Mt. Auburn Phase 2 – To include Comparative Information and Opportunity Analysis

While the volume of tourism is not changing, the activities of those tourist visitors may be changing. This information would then help to identify the economic development opportunities going forward.

Alix to attend a CCEDC meeting and will discuss with them going forward with the Mt. Auburn Phase 1 presentation. Preference to have Beth make the presentation.

Discussion regarding Licensing Board which is looking for EDC input. Licensing Board seems to be at an impasse and is looking to the EDC. Is the total overhaul of the licensing rules and regulations within the scope of the EDC? Expanded need for a committee to be involved rather than having Todd's review of fees. Would Nick Robertson be available or desirable to head a committee after he leaves Licensing Board? Perhaps Hunter O'Hanian would have information that can be helpful to town from the lessons learned in Aspen (The Aspen Effect).

Golf course at the Town Landfill? Wind farm?

What has happened to the Highland Center? There is money that was attached to the development, what has happened to that money?

Steve to extend an invitation to the new Town Manager for the EDC meeting on 4/18/07 or 5/2/07. In addition, solicit the input from the incoming BOS for energy to help steer the direction of the EDC.

Motion made by Thanassi to make presentation on behalf of CCEDC and PEDC of Mt. Auburn study (to date) on 4/26/07 at a place to be determined.

Gabby 2nd

All vote in favor; 6 for, 0 against, 0 abstain

Discussion on progress for jitney service. Is this part of the ICON project? Best use for waterfront parking lot. Transportation center issues.

Discussion of Zoning By-laws that protect/maximize waterfront visibility.

Discussion on the current year's weather predictions relative to increasing insurance rates. This is an economic issue. Provincetown is unique in that it has not been drastically effected in the same way other Cape towns have been effected. Insurance industry bases increased coverage on a 20-mile rule. What is the implication to the cost of doing business in town? Self-insuring v. insurance coverage. EDC could make a recommendation to the BOS that they take a vote and send letter to our representatives that it is important to solve the increasing insurance costs in town. Alix will raise this as well at the upcoming CCEDC meeting.

Weather reporting seems to be detrimental to Provincetown's forecast as our weather is often different from the rest of the area. This is an issue that should be addressed to Chamber of Commerce. Provincetown's weather is best reflected

in the Providence weather forecasts.

Meeting adjourned at 11:25 by Steve Melamed.