

Economic Development Council Meeting
Minutes: June 20, 2007; 9:30 am
Judge Welsh Room

Present:

Members: Chairman Steve Melamed, Alix Ritchie, Thanassi Kuliopulos, Michael Carroll, Todd Dever, William Dougal

Staff: Acting Assistant Town Manager/Grant Administrator Michelle Jarusiewicz; Beau Jackett, MIS; Sharon Lynn, Town Manager

Other:

Lisa Bowden – Provincetown Cultural Development Council
Candice Collins-Bowen – Provincetown Chamber of Commerce
Austin Knight, BOS
Don, Knutilla PBG
Leslie, Richardson – Cape Cod Commission
Dave Willard, Dan Dray – CCEDC
Peter Kwass – Mt. Auburn Associates
Absent Gabrielle Hanna, Astrid Berg, Martin Huey

Meeting called to order by Chairman Steve Melamed at 9:10

Unwired Village:

Presentation Teresa Martin, Kyle Hanibel, Peter Karlson

Advertising model for destination marketing through website design. Open site portal. Sponsors put onto website on rotating basis or static basis with hotlinks provided.

Economic value, amenity to create reason for visitor to stay in community – use as visitor service. VSB, Chamber & PBG. Comprehensive vehicle for data & services. WiFi enabled as standard. Cost:

Demand for wireless access by visitors is intense. Allows monitoring of visitor access by geographic location.

Businesses that share broadband connection – kits sold by Unwired in blocks of 5 hardware, radio, antennae, wiring, installation average cost \$250. Effective radius, density of buildings, tree density, distance 750 – 100 feet (signal degrades the further away from hub) looking to overlapping of nodes/devices. As user is logged on they can travel from one hub to another seamlessly. Separation of corporate networks from public networks. Information captured from users through registration is not available for marketing purposes. Potential for users to register for updates, newsletters, etc. User acceptance of marketing updates/solicitations. Test node can be provided for a period concurrent with implementation process and deployment.

Concern about liability. Registration recorded by vendor, monitoring use of bandwidth. Is liability insurance available? Liability statement, businesses are not held liable. Not entirely hashed out by vendor. FTE commitment. Initial installation \$3250. Vendor maintains system \$500/yr/5 nodes.

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Mt. Auburn Presentation

Comparable Community Analysis Presentation

Costs, labor force, housing, tourism trends, response of communities to challenges and opportunities. Housing is a major issue of commonality among all communities.

Transition in tourism is more of a national scope rather than local. Tourism is a driver of the economy.

Edgartown, Key West, Cape May, Rehoboth.

Approximately 70% total employment related to tourism.

H2B visas are being restructured and will provide major difficulties for next season and will greatly impact economy.

Explosive growth in arts and culture. Outdoors activities also a large driver of tourism.

Condo conversions prevalent.

Response to Challenges & Opportunities

Diversification within tourism industry

Preservation of infrastructure for maritime industry

Retaining/developing/targeting the youth market – bring them here/get them to come back

Luxury resorts hosting shorter stays and family oriented all-inclusive stays
Second home owners

Mini-conferences, Chamber has joined ABA to try to develop small business meeting venue.

Cost of more than 4 days in a guesthouse is greater than stay in a condo. Minimum stays are able to be held in town. Advance booking for people who want to stay for 1-2 nights is difficult; however last minute booking is available. This is a difficulty for packaging and marketing. Housing component is greatest challenge for overnight guests. Condos are a valuable source for tourism as opposed to negative perception of condo in town. Issue of room tax. Benefit v. contribution of condo/second home.

Affordable housing funding. Linkage fee, payment into housing fund for development projects. Business fees to contribute to housing fund. Inclusionary housing, percentage of development must be affordable. Real Estate Transfer Tax. Lodging tax funds land authority.

Seasonal workforce housing.

Marketing to baby-boomers as “other home” as opposed to second home.

BOS to review goals and objectives at next Monday’s meeting. Request joint meeting with EDC and BOS.

State funding for tourism development. How many towns focus on their own economy? None, as focus tends to be on infrastructure and schools, those costs have huge impact to businesses.

EDC meeting at 9:30, July 11 presentation **Marketing to the Baby Boomers** to begin at 10:30, EDC & Banner sponsorship.

Motion made by Thanassi to authorize \$300 for July 11 presentation
2nd by Bill
All vote to approve, 6-0-0

Phase 2 of Mt. Auburn – Opportunity Analysis

Strategic Plan -- not part of scope of current grant. Needs to be developed. Letter of request for funding to be sent to CCEDC prior to August. Does letter need to come from BOS or EDC?

Discussion on need and importance of public transportation.

Alternatives to generating revenue.

Agreement of structure to pursue strategy for development of economic health.

Need to update the data on forward going basis to develop trends based on benchmarks provided by Mt. Auburn study.

To be considered: How can the community develop a healthy economic base and maintaining that base on a future basis?

Meeting adjourned at 12: 35 pm.