

Economic Development Council Meeting

Minutes: October 18, 2007; 6:00 pm

Provincetown Theater, Bradford Street

Present:

Members: Chairman Steve Melamed, Thanassi Kuliopulos, William Dougal, Bonnie Adams-Campbell, Alix Ritchie, Todd Dever, Marty Huey, Michael Carroll

Staff: Town Manager Sharon Lynn, Grant Administrator Michelle Jarusiewicz, Assistant Town Manager David Gardner, Cultural Economic Development Coordinator Lisa Bowden

Approximately 120 total attendees.

Networking & refreshments 6:00 pm – 7:00 pm

Business Summit called to order by Chairman Steve Melamed at 7:00 pm

Business Summit facilitated by John Smack.

Meeting Objectives:

1. Update business community on key town activities and programs.
2. Define short-term and long-term initiatives to drive economic success of the Provincetown community.
3. Develop a going-forward plan to implement initiatives.

Meeting Agenda:

- Welcome Steve Melamed
- Opening Remarks Michele Couture
- Meeting Agenda & Ground Rules John Smack
- Current Project Updates Sharon Lynn
 - Commercial St. repaving "
 - Community Housing "
 - 2007 Season YTD "
 - Adams Grant "
 - Mt. Auburn Study Alix Ritchie
- Define short and long-term economic development initiatives sub-teams John Smack /
- Establish work teams & work plans John Smack
- Open forum discussion Sharon Lynn
- Next Steps / Closing Steve Melamed

Challenge Statement for Sub-teams:

Define and prioritize the top doable initiatives that need to be taken to drive economic success for the Provincetown community.

1. *Short term (within one year)*
2. *Long term (> one year)*

Sub-teams:

1. Sole proprietors (1-2 employees)
2. Medium size businesses (2-10 employees)
3. Large size businesses (> 10 employees)
4. Community perspective (non-business owner residents)

SUB-TEAM'S RESULTS

Sole Proprietors

Short Term:

1. Marketing holidays - week long events (e.g. Halloween, Thanksgiving, Easter, New Years, other: wine festivals / music festivals).
2. Make the town more business friendly through grants, subsidies and incentives.
3. Utilize the TV and internet (e-mail newsletters) to market Provincetown.
4. Implement wireless capability in Provincetown with maps and calendars of events.

Long Term:

1. Incentives for year-round businesses (e.g. tax decreases, fee decreases)
2. Golf course (at town landfill)
3. Upgrade harbor to create a yacht club for recreational boats (friendlier harbor).
4. Market Provincetown fishing industry: upgrade pier, promote Provincetown fish, conduct fish festival.

Medium Size Businesses

Short Term:

1. Improved marketing programs.
2. Improved communications and incentives within the business community.
3. Implementation of infrastructure planning.

Long Term:

1. Tax breaks and incentives for year round businesses.
2. More focus on supporting year round work force and housing.
3. Increased focus on cultural attractions.

Large Size Businesses

Short Term:

1. Marketing and internet advertising to attract Europeans and international cruise ships.
2. Incentives for year-round businesses, e.g.: reduce sewer and water rates, taxes, licensing, etc.
3. Improve infrastructure to include: public restrooms, express bus, parking fees (reduced and nonexistent for off-season), continued focus on shoulder season, schedule paving so as not to interfere with business, more favorable fees at landfill.
4. Town-wide decorating (to include municipal buildings) for holiday seasons.

Long Term:

1. Better health care facilities / integrate Seashore Point into the community / market spas and holistic health.
2. Increase a stable workforce / seasonal and year-round employee housing / training / trade school.
3. Coordinated long term marketing plans.
4. Government, businesses, non-profits working better together to improve year-round transportation.

Community Perspective

Short Term:

1. "Other owners" - outreach to encourage interaction and full-time status.
2. Commercial Street - open at least 9 months / repaving, speed, parking, deliveries restricted.
3. Technology and information - sharing with visitors the "Provincetown experience".

Long Term:

1. Transportation - year-round ferry / trams for moving people.
2. Housing - year-round affordable housing / dormitory.
3. Conference center / hotel services.
4. Marketing historic and cultural attractions.

NEXT STEPS

- Summary of meeting results are to be distributed to team leaders.
- EDC will meet with team leaders to clarify and further define each team's outcomes, and to resolve duplications across teams.
- Team leaders will try to meet with team members to put more definition and thinking into the highest short and long term initiative.

EDC has scheduled the next two hour meeting for November 28, but will take into consideration the request for conducting a "full-day" meeting versus multiple two hour meetings.

Summit adjourned at approximately 9:00 pm.