

Economic Development Council
Business Summit II
Minutes: November 28, 2007; 12:00 pm – 4 pm
Crown & Anchor/Paramount Room

Present:

Members: Chairman Steve Melamed, Thanassi Kuliopulos, William Dougal, Bonnie Adams-Campbell, Alix Ritchie, Astrid Berg

Board of Selectmen: Chairman MaryJo Avellar, Lynn Davies, Austin Knight, Pam Parmakian,

Staff: Town Manager Sharon Lynn, Assistant Town Manager David Gardner, Grant Administrator Michelle Jarusiewicz, Tourism Director Lisa Bowden, Acting Building Commissioner Russ Braun, Pier Manager & Harbormaster Rex McKinsey, Health Inspector Brian Carlson

Absent: Michael Carroll, excused Todd Dever unexcused

Other: Various Business and Community Members

Lisa Bowden: Call to order and housekeeping -- 2008 calendar published, Restaurant Guide looking for businesses missed, website links

MaryJo Avellar: Welcoming Remarks

Sharon Lynn: Opening Comments, Session Structure and Ground Rules

Thank summit sponsors VSB, PBG, Chamber of Commerce and hospitality of Bill Dougal and Rick Murray. Mission statement, “Planning action steps that will lead to improving the business climate in town.” Helping to better communicate with town government and each other to deliver the best product to the public.

Polite, hear everyone, focus on solutions, limit complaining, keep it positive, keep it moving towards solutions, be brief, descriptive and direct.

Improving communication between town government and the business community.

Brief recap of Business Summit I which developed the breakout groups.

Breakout Groups

1. **Marketing (Business Opportunity Enhancements)**

Need for Marketing Plan

Need to define Provincetown, and what makes it special in marketing plan -

Define the message and the groups that it is directed to

Destination marketing – why would people want to come to Ptown?

“Like nowhere else” logo

Cooperative plan among all marketing groups (PBG, Chamber, Tourism Office, VSB, non-profits), Team approach

“If the Pilgrims landed here today, they’d stay” to be available to everyone

Technical assistance for businesses that do not belong to any of the marketing groups to attract and foster new businesses

Visibility and consistency in marketing

Communication among business, town govt., town residents – this is a face-to-face community Communication issues outside of our community

Use of internet as communication tool

Weekly schedule of events to be distributed throughout town

Road blocks

Inclusion – reaching individual business owners that are not part of organized group (membership organizations)

Competition or collaboration? Good competition v. bad competition

Lack of collaborative efforts for marketing

We need to get people to come here!
Competition between events
Need to promote: Ecotourism, Cultural tourism, Culinary tourism
International tourism – capitalize on weak \$\$

2. **Infrastructure**

Universality of issues – interrelatedness of areas of concern
Business Season
Incentives for year-round businesses
Incentives for water and sewer

Incentives to extend business season

Revamp fee structures for business
Need to look for grants to help businesses to extend season
Chicken & Egg – need business for people to come, need people to come to grow business
Market for longer season
Hospitality is main economy for town at the moment
How to reconnect to the year-round community that used to exist in town.

Transportation

Importance of FLEX
How to improve local transit – Trolley?
Street Paving
Parking Master Plan
Best use of MPL for parking? Satellite parking, revenue from parking, town employee parking
Air transportation – PVC limitations of runway length.
Transportation issue to overcome geography – weather issues effect visitors
Resources for public transportation – local, state, federal
Public transit center?

Technology

Concern about consistent high quality electric transmission
Full Wi-Fi infrastructure in town, specifically in business center
Some cell dead zones, town is currently investigating addition of new cell tower
Town Website utilization to communicate, conduct business
Utility companies
Municipal commitment to Wi-Fi
Develop Green energy sources

Town Infrastructure

Explore full-scale commercial district revitalization
Repaving project
Accessibility issues including sidewalk repair
Public restrooms
Public facility master plan
Municipal funding and financing
Revisit pay toilets? [Historical note: discriminatory as only women were using them.]

3. **Workforce (Business Season, New Business)**

Nobody is in town to work year round. Winter jobs can't compete with unemployment. Unlikely (less than 20% chance) that the H2B workers will be able to return. H2B workers holding 2-3 jobs for the time they are here. 1000 jobs in hospitality will be lost without the H2B workers.

Worst Case Scenario

J1 visa holders on a 4-month season.

Need to market for workforce
College outreach/ college year begins mid-August rather than mid-September.
Local job fairs in spring and fall

Priorities

Affordable housing focus – emphasize summer workforce housing
FEMA-type trailers as possible housing
Package job & housing
Transportation – Need FLEX Bus

Sharon Lynn – Wrap-Up

Thanks to the EDC.

How'd we do?

Need National Seashore involvement as they are a part of all of this,
Only 1 Ptown in the whole world – Provincetown the foundation of America
Too much talking, not enough action – Keep caring, keep making things happen

Lynn Davies – Wrap-Up

Next steps

Formation of 3 working groups to present potential solutions to be presented in March; PLEASE sign up! ***Next Summit: Tuesday, March 18, 2008; most likely from 12-4 pm***

Check online postings on line of Mt. Auburn study and results from the Business Summit.
[Available on EDC webpage]

Possibly create a Business Summit BLOG on town website to continue discussion

Summit concluded at 3:32 pm

Respectfully submitted,

Amy Germain

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Recording Secretary