

Economic Development Commission Meeting Minutes - October 23, 2023 @ 6:30 pm

Community Leaders Forum Meeting

Date: October 21, 2023 at 6:30 p.m.

Location: Hybrid: Zoom/Town Library

Attendees: Sue DiPesa (chair), Susanne Hofmeister (co-chair), Geena Savage, Paul Bartkiewicz, Berry Kurland, and Susan Daileader

Members of the public: Karen Canfield (Selectboard), Seth Pfeiffer (Scit TV), Amy Linnell (North Scituate BA), Shelley Swanson (Greenbush), Lynda Ferguson (Advisory), Michelle Wood (Harbor BA), Jane Norton (Chamber of Commerce), Fran McMillen (SVC), Kevin Carleton (Library Trustees), Patricia Jacquart (Sister City, Sucy-en-Brie), Angela Dray (Sister City, Cape Verde), J.D. Miller (Rotary Club), Ed Kelley (St. Patrick's Parade), John Belber, Jeanne Rakin, Marc Choquette, Kim Peters

Call to Order: Sue DiPesa called the meeting to order at 6:35 pm.

Agenda:

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

Select Board: Karen Canfield

Committee Reports:

- SHARC - Paul Bartkiewicz
- Cole Parkway - Susan Daileader
- Grant Application - Geena Savage
- Scituate Visitors Center - Susi Hofmeister
- Advisory Committee - Lynda Ferguson
- Communications - Berry Kurland and Grace Gardner
- Community Leaders Forum - Sue Di Pesa

Business District Reports:

- North Scituate: Amy Linnell
- Greenbush: Shelley Swanson
- Scituate Harbor: TBD

Other Business:

- Community Forum Meeting Date - October 23, 2023

Adjourn

Next Meeting: November 21, 2023

Chairperson Report - Sue DiPesa:

After a short introductory round, Sue welcomes everybody to the EDC meeting and members of various organizations to the community forum meeting, which will start directly after the EDC meeting.

Selectboard Report - Karen Canfield:

A new part-time communication manager was hired. A new Committee is looking for application for the historic Mordecai Lincoln Property in North Scituate. Front Street will be repaved right now and the goal to have it reopened by Halloween. Also, the North Scituate Beach re-nourishment meeting minutes are online. The cliff notes are: It's a \$10 Million project, to restore the sand level which was eroded. The sand won't stay there, but the science is, that it will be dragged out to sea and form a wall to break waves and protect so seawalls. This project will be three months long and 60 to 80 trucks will be going down Gannett Road to the beach per day. It will start in January. There will be police present and organize traffic. There will be updates moving forward. The Selectboard directed the TA to design a sewer system for North Scituate. The town is investigating if we have enough capacity, but simultaneously the design process will start. MAPC can help with design and feasibility study. For actual construction costs, the town is asking the state for support.

Committee Report:

- *SHARC-Paul Bartkiewicz*: The SHARC is in discussion with permitting agencies and is entering into the Phase 3 contract was approved on October 10th, which will lead to a final design (the design is 30% done). This phase costs \$384,000 and is funded through a \$100,000 grant from MAPC and a \$300,000 grant from CPC. https://www.scituatema.gov/sites/g/files/vyhlf3781/f/uploads/october_5_2023_park_proposal_update.pdf
- *Cole Parkway* - Susan Daileader: Four RFPs came back and Collins engineers got approved. The idea is to build a sea wall to prevent sea water coming in. Problem is that half of the space is privately owned.
- *EDC grant application* - Geena Savage: EDC grant application was finalized and approved by the town. We have one applicant right now from the St. Patrick's Day parade. EDC usually helps funding big events like Scituate Heritage Day's. They approach us to help cover the costs for police and fire details. EDC also has funded different market materials like banners and kiosks and way finding signage. The town pays the invoices, the town does not pay the organizations.
- *Scituate Visitors Center*- Susi H.: The SVC got a \$25,000 grant from the state department and will invest most of it into its digital presence, the SVC websites scituatevisitorscenter.com SVC gave its website designer Sperling Interactive a monthly retainer to ensure the website is working and is attracting more visits. Scituate is going into the off shoulder season and it would be great if the Community Forum could think of events to create more business in the harbor and throughout the town.
- *Advisory* - Lynda F.: Next week Advisory will start the whole budget process.
- *North Scituate Village* - Amy L.: Fall for Scituate was on Sunday, October 15th and it was very well attended. On December 8th Christmas in the Village is scheduled. It is the

second Friday of the month so it does not collide with First Friday Events in the harbor. The kiosk was installed in the playground and Jane Norton is doing a map of North Scituate, similar to the one she did for the harbor.

- **Greenbush** - Shelley Swanson: Sky Sail opened <https://www.skysaildriftway.com/> No information about retail assignments. Greenbush had a lot of retail; events. Kennedy's Country Gardens and Kjeld Moheney's Afterglow Fine Art Gallery co-hosted their second annual art show Art on the Marsh. It was very well attended. Afterglow is also hosting another art show, The Art of the Sea. Untold celebrated their 6th Anniversary and they are opening their Plymouth location later this month. Rivershed had a three day music festival, called Nashville Hits. BirchBarns Design is celebrating their 10th anniversary this month. They are hosting their 7th annual Maker's Market on small business Saturday (November 25th from 10 to 3 pm). Greenbush Event will be planned for May together with Beautification.

Other Business: Community Leaders Forum

Scituate Community Leaders Forum October 23, 2023 | Scituate Library (Hybrid Meeting)

Discussion Guide

Agenda	
1. Introductions / Remarks	Geena Savage / Sue DiPesa (EDC)
2. Introduction of EDC Survey Plan	Berry Kurland (EDC)
3. Framing CLF goals discussion	Geena Savage (EDC)
4. Discussion: Common goals and interests	All, Moderator: Geena Savage (EDC)
5. Next meeting / Adjournment	Geena Savage (EDC)

CLF Goals Questions

- What is your Committee/Board's greatest pain point?
- What would help to facilitate ongoing communication and interaction among participants in the Community Leaders Forum?
 - Examples: Hybrid and/or in-person meetings, Workshops (e.g. presentations with slides, guided discussions), Newsletters, Etc.
- What is one question you would ask stakeholders of the Scituate business community?
 - **Zoom users: Feel free to leave your question in the chat!**

Geena Savage welcomes everybody to the Community Leaders Forum.

- Fostering collaboration between community organizations, Town boards and committees
- Similar efforts by chamber of commerce coffee talks
- Community leadership forum could work as a platform to connect
- EDC is putting together a Communication Plan with the business community

Berry Kurland is presenting his and Grace Gardner's revised communication plan and the design of a stakeholder survey which will go out to all business owners in Scituate. EDC's goal is to learn what the community needs are and that the community knows that EDC is here to help.

The goals for the Community Leaders Forum is to create a space to meet and come together, second is to share information and establish common goals and lastly to implement those. The Survey might help us to learn what the business community and organizations need and what do they like about our town and what do they want to see changed?

Questions: What do you find as the greatest pinpoint if you want to do business?

- Where do you go, if you want to establish a new group? How do you plan a new event? If there is already a similar group/business in town you could get information from them, if not it is really hard to get this information.
- Raising money to keep the organization going
- Grant application process, what type of grants are available? Grant workshop guidance
- Instead of organizing events separately, the sister city committees are trying to plan an event together with the whole town, which would make fundraising easier
- Scituate Movie Theater hopefully helps with sister city film festival, with dinner and cocktails from the different countries afterwards, held in the winter time to bring business to the harbor
- Cooking classes?
- Instead of hitting the merchants all the time for donations, maybe small groups could check out the EDC grants application instead <https://www.scituatema.gov/economic-development-commission/pages/edc-grant-application>
- Communication is key to success, we miss our local newspaper
- SVC data shows, that historical gets the most visits, so maybe we could use historical sites and events to fundraise
- A town wide community calendar would be helpful to plan events and to avoid double bookings on the same weekend, causing competition
- Finding new volunteers: contact newcomers club, get on the agenda of PTO meetings in schools to get the word out
- Use Slack for deposit information: share a document to plan events
- constant contact: email system to push out information
- Use social media to reach people: Scituate Connect, Scituate Monthly on Facebook
- Compose a website: Town information, events, etc.
- Create a newsletter (Jane Norton does one for the chamber)
- EDC is working on a Marketing Plan for the Town of Scituate (hopefully having one by spring)

We will have a Community Leaders Forum independently from EDC in January. In the meantime we will set up the constant contact email list.

- Next EDC meeting: November 21, 2023

Adjournment 8:19 pm

Respectfully submitted: Susanne Hofmeister 011/19/2023

Approved 12/11/23

