

Dec 8, 2022, 7:00 p.m. EDC Meeting Minutes - Virtual

- Attendees:
 - Jodi Harris, Tina Lane, Martha Mazzarino, Margaret Eklind, Desiree Comb, Donna Roy, Georgeann Richards, Ryan Madrigal, Shelly Bradbury, Town Administrator Brendhan Zubricki, Town Planner Dana Menon, Cape Ann Chamber rep Olivia Perez-O'Dess
- Meeting called to order at 7:01 pm by Chairman Harris.
- Public Comment: None
- Minutes from the 10/13/22 meeting were approved
- Town Meeting Wrap-up – Next Steps - Brendhan
 - Stabilization fund was approved with 5K to start
 - 20K was approved for immediate causeway improvements. If cost is under 10K there is no bid requirement, if over 10K 3 bids are required.
 - Sale of Gregory Island lots was approved. Brendhan will work with BOS to set up a customized procedure for sales because lots have such a low assessed value. Town will reach out via direct mail to everyone on Gregory Island, advertise in MA Central Register as required, post in Town Hall, and perhaps newspapers. The assessed value will establish the lowest bid. Interested buyers may submit sealed bids for each property.
 - 100K for causeway lighting project was approved and will be added to 160K grant, 50K state earmark and possible funds from Light Up Essex.
 - BOS is seeking input from EDC on lighting styles with a requirement that they have hangers for planters and banners.
 - Without digitized conduit plans, the engineering contractor advised that that lights run back of curb (behind granite curb), not back of sidewalk to avoid extra surveying and digitizing costs.
 - 2 cobra head lights belonging to National Grid will remain. 22 new lampposts will light the sidewalks for pedestrians on the “Woodmans” side of the causeway from Martin St. to Dunkin Donuts where conduit currently exists.
 - After a bid contractor digs up concrete, puts in light pedestals and repours concrete the Ipswich Municipal Light Dept will set & wire the lampposts. Essex will not have to pay prevailing wage to Ipswich which is a cost savings. We should be ready to seek bids in late winter early spring.
 - After discussion the committee eliminated the gooseneck style of lighting and chose the traditional style pole with glass sided fixture. The engineer can now work this into the design. Specific design features of the lamppost (ie. fluting on post, # of sides & angle of panes on light fixture) to be determined.
 - Shelly suggested that a design can be pressed into the new concrete at the post base “flag”.
- Placemaking Grant - 25K awarded to unify public spaces along causeway, Paglia Park and the larger parcel by the old fire station. BZ did a site visit with DHCD & Civic Space Collaborative who has been assigned to help with the design project management, existing conditions assessment, public engagement, project development and Placemaking plan draft and final. Input from all stakeholders (business and residents) will be sought during the process to develop theme.
- Off Season Event Grant - 51K awarded to produce an off season event to bring people to the downtown businesses. The award is greater than the 26.5K that was applied for. The town would like to use Civic Space Collaborative as they are familiar with our space and goals. Want to establish an Events working group seeking input from the Chamber, Merchants Group and EDC. Consultant will produce the initial event that could possibly be reproduced in the future by local groups & businesses. Materials like banners and plant hangers can be purchased with this grant which will supplement the lighting project. A storage trailer is also being considered to store event materials. It would be parked at the DPW yard and can be towed to the events. Brendhan commented that with 95K from grants and voters, this committee is sitting on the largest small committee nest egg that he's seen. BOS is looking to businesses to come up with a product that is beneficial to them and also be pleasing to residents when they are in the downtown area. Dana added that she is looking for input from the Cultural District and Shipbuilding Museum to add cultural piece to the event. The working group will be ad hoc which will allow it to be nimble. Event is

planned to take place in Mar 2023 in order to satisfy the terms of grant by the June deadline. Donna added that the event should be more than a one day event to optimize the effort.

- Donna, Georgeanne and Jodi volunteered to be on the Event working group
 - Shelly, Donna, Jodi and Ryan volunteered to be on the Placemaking working group
 - Other EDC members can participate but we can't have an EDC quorum in the meeting
- Guide to Doing Business - Margaret shared that she is working on a pamphlet that includes benefits of opening a business in Essex, photos of the town and web addresses to town & state information for new business owners. It will be available at Town Hall. Tina will create a "Doing Business" page on the town site with the same pamphlet information and links to information and forms on the town website. Jodi added that while building the page the town website links can be verified for accuracy and stressed that is the hard work which involves reviewing processes, forms, applications etc. with a fresh set of eyes, and providing the who, what, when, where and why for prospective business owners or existing businesses wanting to make a change. Jodi would like to meet with Margaret and Tina before the next meeting to discuss the direction of the webpage. If extra help is needed we could consider an intern.
- Centennial Grove Pavilion update - Brendhan reported that they are looking to pour footings and a slab floor in the spring. Dan Mayer has done a lot of cleanup at the site. Donna shared info she received from Manchester re: Tuck's Point which will be helpful for planning our use of Centennial Grove and the Pavilion. Currently Tuck's Point has resident bookings for June, July and August that will bring in 20K in revenue and that is before opening it up for nonresident events. Donna expressed appreciation to the Town of Manchester for generously sharing their knowledge and experience of running Tuck's Point. Donna priced out tables and chairs to seat 75-100: 15 8ft tables @ 300.00 ea, 100 chairs 2,700.00 including shipping & apparatus to move them. Pricing to rent was 8.75/table, 2.50/chair plus 40.00 delivery. We are planning to have the Pavilion available for events in 2024. We need to consider a booking software or service for customers to use without going through Town Hall. Jodi asked if Manchester uses any municipal employees at Tucks and Donna shared that there is part time person to check the site between events. To prepare for Town Meeting, Jodi would like to build a budget in Jan-Feb for Grove events, reviewing the initial investment and ongoing costs.
- 24 Martin Street - Ryan and Jodi walked the site for usage ideas. Ryan envisioned it be a central point for events since it is next to parking. Considerations include seating for a concert series, open green space, games, movie night. Brendhan asked him to reach out to the placemaking consultant with these ideas.
- Next EDC meeting will be held virtually on Thursday, 1/19/23 at 7:00.
- Meeting Adjourned 8:40

Respectfully submitted,
Tina Lane