

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

- Attendance:
 - Jodi Harris, Donna Roy, Westley Burnham, Margaret Eklind, Ryan Madrigal, Tina Lane, Cape Ann Chamber rep Olivia Perez-O'Dess, Town Administrator Brendhan Zubricki and Town Planner Dana Menon (and Matt?)
- Meeting called to order at 7:04 pm, by Chairman Harris.
- Minutes from the 1/26/22 virtual meeting were approved
- LLRP & Cape Ann Comeback
 - LLRP - Dana reported that the placemaking and special events grant applications that were a joint effort with MBTS were rejected. Received good feedback on the applications for when we can reapply in 8 months. We are still waiting on the lighting grant application decision. Looking for funding for a PT planner.
 - Cape Ann Comeback program (part of the Cape Ann Communities Grant) – Donna reported that they were awarded \$80,000 from the 2nd round of funds from the cooperative grant. Uses include ads, print, videos, education, digital help with shopping carts and POS. A luncheon at the Beauport in Gloucester will feature info on Virtual Merchandising. Businesses were notified of the event via Bludot. Donna also spoke of Cape Ann Works, a program that pairs students and other workers with vetted businesses.
- Business Database: Tina created a database from the available data found on the Bluedot database. Considering adding additional fields useful to the EDC such as Owner's town of residence and why Essex was chosen as the location of the business. It was found that some businesses opted out of sharing their email with the general public so Tina will work with the info that was shared. Brendhan created an edc@sexma.org address so the EDC could contact businesses. Dana advised that our emails should be strategic such as a reverse 911 and not repetitive info from other groups (ie the Chamber)
- Potential Parcels for Future Business Development & Town owned Parcels for potential sale
 - Brendhan reported that these ideas were brought before the BOS and can be included in the Fall Town Meeting. The GIS tool on the town website can be used. Key town parcels need to be identified to tell a story to Town Meeting to relinquish control. Jodi suggested to rank parcels ie those contiguous to a neighborhood or that could be added to someone's property. Ryan said that he can work on that in the spring. Westley offered to help Ryan and Brendhan with the effort.
 - Donna presented the lake as an opportunity for annual events or private rental. Brendhan pointed out that portable toilets make the grove not popular. Jodi offered that the sale of town parcels could be directed to target improvements at the grove. Brendhan said there is a recreational fund. Ryan asked if there was an appetite by the town to pursue restrooms at the grove. Brendhan encouraged Donna to present her ideas to the BOS

- Brendhan reported that Dan Mayer offered to mill the lumber for the grove pavilion at no cost.
- EDC Strategic Planning Goals Update and EDC Mission Statement and Goals
 - Develop a guide to help new and existing businesses through the permitting and licensing processes in Essex
 - Margaret reviewed the SPC minutes from 2018 regarding goals that included: 1. Broaden the tax base, 2. Open land 3. Quality of life 4. Maintain good relations with the business community
- Jodi asked that the committee review the MAPC recommendations for discussion at the next meeting.
- Next EDC meeting will be held virtually on 5/19/22 at 7:00
- Dana noted that the SPC draft goals will be finalized at their meeting on 4/28/22 at 7:00
- Meeting Adjourned 8:22

Respectfully submitted,

Tina Lane