

**Essex Strategic Planning Committee**  
**June 12, 2017, 7:00 PM**  
**Town Hall, 2<sup>nd</sup> Floor Conference Room, 30 Martin Street**

MINUTES

Members Present: David Gabor, Chair, Peter Madsen, Lisa O'Donnell, Charlie McNeill, Paul Rullo (Public Works Committee Alternate), Westley Burnham (Planning Board Alternate), Bob Coviello

Staff Present: Matt Coogan, Town Planner

Mr. Gabor opened the meeting was opened at 7:04

There was no public comment

The meeting minutes of the March 22, 2017 Strategic Planning Committee was approved unanimously with one abstention.

Mr. Coogan distributed copies of the latest quarterly update of the Strategic Plan.

There was a discussion on the next steps for the constitution of an Economic Development Committee (EDC) for the Town. Mr. Coogan provided members a memo with suggestions on the size and makeup of the new committee. The committee provided some comments and suggestions, including that the EDC should consist of 7 members and be a mix of business leaders, real estate, and business development leaders.

A motion was made by Ms. Cameron, seconded by Mr. Coviello, and unanimously approved to recommend to the Board of Selectmen the size and makeup of the Economic Development Committee as proposed by the Town Planner in his memo, with the revisions made by the Strategic Planning Committee.

The members then discussed how the Town should recruit or find new members for the EDC, based on the makeup in the Memo. Ms. O'Donnell reported that the Board of Selectmen would begin accepting resumes. In addition, there would also be an open call for members, including an ad in the Gloucester Daily Times. The Merchants Group would also be consulted, and Mr. Coogan that he would be attending the Essex Merchants Group Board of Directors meeting on June 28th to present on the new EDC. Mr. Gabor assigned SPC members to develop their own lists of potential SPC members to bring to the next quarterly meeting for discussion.

Mr. Gabor and Mr. Coogan will work on a Mission Statement for the EDC to be sent to members for discussion at the next quarterly meeting.

The members discussed the upcoming June 24<sup>th</sup> Town Hall Open House June 24<sup>th</sup>. The event would be held from 1 PM to 3 PM and would include a ribbon cutting out in front of Town Hall with leaders of the Cape Ann Chamber of Commerce, a live singing performance, and speeches by the Board of Selectmen. Ms. Cameron was coordinating the event on behalf of the SPC, which included working with the caterer on the food and drink offered. Mr. Coogan committed to working with Ms. O'Donnell to develop a flyer that could be sent to Mr. Coviello and the Merchants Group for email distribution, as well as printed by Public Works to be distributed at the Town Transfer Station. The event would also be promoted through the Town website and Facebook.

Under other business, Mr. Gabor mentioned that the Essex Farmer's Market was not going to happen this year. The group that organizes the market was looking for help coordinating a season for 2018. Allison Taylor is the main contact of the Farmer's Market group, and Mr. Gabor asked on behalf of Ms. Taylor if there were SPC members that were willing to help with the preparations for 2018.

The Conomo Point Planning Committee was also discussed. The terms of all the members of the committee has expired. It has been decided at Spring Town Meeting that the Committee not be populated and no members were reappointed. John Bediz had been serving on the SPC as a representative of the Conomo Point Planning Committee. SPC members agreed that an at-large seat should be established for the SPC and recommended that Mr. Bediz be appointed as the at-large member.

The meeting was adjourned at 8:32 PM.