



Town of Barnstable
Growth Management Department
Economic Development Commission

www.town.barnstable.ma.us/economicdevelopmentcommission

BEDC Meeting Minutes - Approved
September 24, 2013

Members present: Chris Kehoe, Hartley Johnson, Jeff Craddock, David Wood, James Poplasky, Alan Feltham, Jeannine Marshall
Absent: Roy Richardson, Sara Cushing

Meeting called to order at 8:05 am.

Approval of minutes: June 25, 2013 and July 23, 2013 – A motion was made by Alan Feltham, seconded by Hartley Johnson, to approve the minutes of June 25, 2013 and July 23, 2013. Voted unanimously to approve.

Discussion of creation of town motto – David Wood suggested that the BEDC recommend to Town Council that they adopt or revive a town motto. Chris will discuss with Jen Cullum regarding how to proceed.

Discussion on types of industries/businesses to focus on for objective of job creation in Barnstable – Hartley continued discussion on need for a sales and marketing plan in order to fulfill the objective of having economic viability, creating jobs, encouraging businesses and encouraging growth. The product being marketed is the town and we need to focus on what the town has to offer; e.g. transportation, tourism, public safety, infrastructure, housing. We need to determine who is going to executive the plan and to identify the customers.

The types of businesses Hartley suggested be pursued:

- ◆ Marine science and technology
- ◆ Biotech and life sciences (e.g. manufacturing of medical devices)
- ◆ Products related to the large Brazilian population on Cape (personal care products, food, textiles, raw materials)

Hartley recommended that everyone review the New Bedford Economic Development Council website and suggested that a member of the BEDC attend one of their meetings.

Chris stated that he would contact Cape Cod Healthcare and invite the CEO to a BEDC meeting. Chris also stated that he would contact the New Bedford Economic Development Council to request permission to attend a meeting. He will also find out if there is a Brazilian business community that meets periodically.

Chair

Christopher Kehoe

Vice Chair

Alan Feltham

Members

Jeffrey Craddock
Sara Cushing
Hartley Johnson
Jeannine Marshall
James Poplasky
Royden Richardson
David Wood

Town Council Liaison

Jennifer Cullum

David stated that we should determine if there is any other organization that has already created a marketing plan and our involvement should be to make suggestions as to whom they should be marketing to.

There was general discussion about the tourism industry. Alan stated that tourism is important to Cape Cod but we need to supplement that the other eight months of the year.

Jeff suggested that we could incorporate some of the sales pitch ideas from the New Bedford Economic Development Council website onto our website.

James stated that the commission's role is to advise Growth Management and suggested that we advise them that we have done some research on the types of industries to focus on and ask them for their recommendations based on the results of this research. Hartley will touch base with Mike Trovato.

James provided an update on the Cape Cod Young Professionals work with the Dukakis Center. They are currently refining the survey that will be sent to both people on Cape and people who have left to determine what their needs are.

David suggested that mental health care on the Cape is wanting and is something that should be focused on. One specific area he discussed is equine therapy.

Jeff's recommendation for businesses to focus on are those that can tag along with Open Cape as it develops; e.g. point of sales systems.

A Growth Management update will be put on the agenda for the next meeting.

Jeannine expressed a concern regarding the continuing discussions on the development of a sales and marketing plan. She suggested that we make a decision regarding moving forward or table the subject. She also asked what entity is going to actually come up with the plan. Chris responded that we need to first decide on the industry to target and then come up with the plan. Growth Management will be part of this process.

Meeting was adjourned at 9:35 am.

Respectfully submitted,

Marjorie Watson
Administrative Assistant

Next BEDC meeting scheduled for October 22, 2013

Public files are available for viewing during normal business hours in the Growth Management office located on the 3rd floor of Town Hall, 367 Main Street, Hyannis

*** Further detail may be obtained by viewing the video via Channel 18 on demand at <http://www.town.barnstable.ma.us> ***