

**Provincetown Economic Development Committee Minutes**  
**April 26, 2018 4:15 p.m.**  
**Caucus Hall, Provincetown Town Hall**

**Members Present:** Regina Cassidy  
Chip Capelli  
Hersh Schwartz  
Steven Baker  
Trevor McCarthy

**Absent:** Steven Latasa-Nicks

**Meeting Called to Order:** 4:23pm

1. Public Statements: None
2. Final Review of Grant Application Process and Relative Dates: After discussion it was decided to move the review and date selection to the next meeting date.
3. Updates From Sub-Committees:
  - Editing Pamphlet 'How to Start a Business in Provincetown' – Chip and Trevor advised the Committee that they felt the editing changes were more extensive than first thought and it was agreed by all that this shouldn't be rushed and they would update the group at the next meeting.
  - Marketing – Steven and Hersh presented an extensive Marketing Plan – Hersh gave all the credit to Steven B for putting this plan together. The committee agreed on the goals, objectives, key strategies, increasing general awareness, consistent messaging and timeline as written. The group asked Steven B to be the point person for implementing this plan and he agreed. Everyone was given a task and asked to report back directly to Steven B.
4. Any New Business: None
5. Approval of Minutes: None

**Meeting Adjourned:** 5:00pm

*Regina Cassidy*