

**Provincetown Economic Development Committee Minutes**  
**September 1, 2015, 5:00 p.m.**  
**Caucus Hall, Provincetown Town Hall**

**Members Present:** Bryan Armstrong, Jeff Krainess, Steven Latasa-Nicks, Karen Cappotto, Regina Cassidy

**Absent:** Michael Miller

**Others Present:** Finance Director Dan Hoort

Meeting called to order at 5:00 p.m.

The Committee reviewed minutes.

Regina moved to approve the minutes of August 11<sup>th</sup>, 2<sup>nd</sup> by Jeff. Approved 5-0-0

Bryan moved to approve the minutes of August 18<sup>th</sup>, 2<sup>nd</sup> by Regina. Approved 5-0-0

Michael sent information to the group. He contacted four groups, the Chamber, the PBG, the Tourism Office and the Provincetown 365 and asked them to let their members know of the meeting on 09/15. We also should reach out to the 2<sup>nd</sup> homeowners group.

Bryan updated the group that next week he should have the layout for the fall business schedule. At this time it is mostly restaurants and stores. Karen is working to coordinate the effort with museums and galleries.

Bryan and Jeff updated the group on their meeting with Tony in the Tourism Office. They asked what type of marketing statistics are collected, to whom and how do we market, do we get data on our marketing efforts. No one group or entity seems to be in charge of assimilating statistical data.

The Committee questioned how we can collect benchmark data of the success of the town. If we have data we can set targets for growth. The Committee agreed there is 'low hanging fruit' we could market.

The Committee discussed the lack of a coordination of efforts between groups in town. There is an inability to get the message out for people who want to visit town.

For the September 8<sup>th</sup> meeting the Committee will discuss the meeting with the CDP and plan for the meeting on September 15<sup>th</sup>.

The Committee reviewed the draft objectives in advance of the September 8<sup>th</sup> meeting. Bryan moved to approve the draft objectives, 2<sup>nd</sup> by Regina. Motion approved 5-0-0.

Note: The mission and objectives are attached to these minutes.

Meeting adjourned at 6:04 p.m.

Minutes approved by Committee on 09/08/15

# **Economic Development Committee**

## Mission

Encourage initiatives that will increase year-round economic opportunities for Provincetown citizens without creating adverse impacts on the character of our community or our natural environment.

## Objectives

To achieve our mission, the Economic Development Committee (EDC) has established five (5) specific objectives that will serve as a guide for how we spend our time and that will inform how we make decisions and recommendations.

Specifically, the EDC seeks to:

- Promote initiatives and activities that incubate new economic activity and that focus in areas where the community is not already focused. We will focus on ideas and concepts that have a likelihood of growing into something bigger or spawning other, adjacent economic activity.
- Support activities and initiatives that extend the tourist season beyond its traditional July 4<sup>th</sup> to Labor Day bookends. We believe bringing focus to the periods directly before or after existing high-visitor times will have the biggest immediate impact and should be our initial focus.
- Promote activities, initiatives and investments that make it easier for small businesses and entrepreneurs to operate in Provincetown. Our focus includes—but is not limited to—infrastructure (phone, internet, etc), workspace/facilities, fostering a sense of community and entrepreneurs helping one another, and off-season travel to and from Provincetown.
- Encourage investments in non-traditional (non-tourist) sectors and seeks ways to leverage the Provincetown brand and reputation.
- Identify policies, procedures and regulations that make doing business or enhancing our economic development difficult. Specifically, as we uncover these issues we will report them to Town staff, the Board of Selectmen and other interested parties.