



EDIC Meeting Minutes

January 8, 2019 at 5pm

CATA Conference Room

3 Pond Road, First Floor

- Call to order of the Board
- In attendance: Chair B. Bramhall, Treasurer R. Pino, T. Hedges, C. Gustin, T. Balf, J. Oppenheim, and M. DiLascio. Also in attendance: J. Cunningham, Attorney for the EDIC, Sal DiStefano, Gloucester's Economic Development Director, and Ken Riehl, Chief Executive Officer with the Cape Ann Chamber of Commerce.
- Meeting minutes were approved from the November 14th, 2018 meeting with changes to the word Co-Chair. The position should read Vice-Chair.
- Meeting started at 5:00pm.
- Vice-Chair position was discussed. Mike DiLascio will look over position and continued discussions will take place at the next meeting.
- **EDIC Director position**- Job description was discussed. B. Bramhall spoke about revising the current job description and asked how do we finance this? One can find the current job description within the back of the current by-laws.
- Current job description states the EDIC Director is:
 - Agent of EDIC
 - Implements policies, creates jobs, and assists with prospects.
 - Administrative duties delegated by the Board
- C. Gustin stated that we need to put together a revised job description.
- R. Pino mentioned that we need to get our mission statement together first.
- C. Gustin stated that we do not have a point of contact in place at this time. With Happy Valley opening the Administration would like EDIC to host a meeting. We should include Fire and Police.
- S. DiStefano asked if the EDIC would take a lead role with Happy Valley in coordinating such a meeting. Happy Valley with the help of their attorney would notify all abutters. EDIC would be the host.
- B. Bramhall stated that the UMass results will tell us what we need to do with the mission statement and the job description.

- T. Balf: Where do we stand? What do we want to do?
- B. Bramhall: It is hard to define a job description if we do not have a clear mission statement. Our focus is different than it was. We no longer have any land to sell.
- M. DiLascio: We can continue to fine tune the working draft that we have in place.
- R. Pino: We have to incorporate the message from the Administration about the EDIC's role. Part of our thought process is how we involve other staff members that can do some of the things that we need.
- C. Gustin: What is the best organizational structure for the EDIC and the City?
- R. Pino: The role of the EDIC is not changing. The EDIC's role is more of an ambassador. That is how I see that we can evolve and grow. The last 40 years was about land sales and the development of the parks.
- C. Gustin: Our resources are limited. We have 30,000 citizens. How do we leverage this best for the City?
- B. Bramhall: We have a working document in place and we should tie this into the job description for the Assistant Director. We need to see the results of the UMass outcome.
- S. DiStefano: We should take a look a Salem's hybrid for their EDIC which includes the waterfront. We are working with private property owners and we have small pieces to work with. This presents a unique challenge. We need to look at our working waterfront as another industrial park. We have Cape Pond Ice that is always looking to expand. We have I4C2.
- J. Cunningham: We have a lot of small parcels to work with.
- S. DiStefano: Flooding issues also raise a concern.
- C.Gustin: Salem's website has a long list of economic develop strategies for the city. They provide a link to what they are doing at each particular location. These types of things are worth taking a look at.
- R. Pino: EDIC climate has changed dramatically over the last 30 years. EDIC needs to look at economic development everywhere- and include how zoning impacts the EDIC.
- **Happy Valley-** T.Hedges provided the Board with a recap of a meeting he attended at Happy Valley. Meeting involved questions from Fire and Police as well as Jim Destino. Happy Valley had a lot of the right answers. What is important is how is it is going to be dealt with. The infrastructure is very impressive. It is important to address what the City is telling them what to do.
- M. DiLascio: Other cities complained- we should expect the influx and traffic.
- R. Pino: Happy Valley started as a growing facility and a medicinal dispensary.
- M. DiLascio: What has changed? How about the security factor?
- T. Hedges: Medicinal will still the priority. They are always going to have certain levels available for medicinal. Medicinal will take priority.
- J. Cunningham: It is a big building that was built on a small lot with limited parking an that was going to work when the priority was a medicinal dispensary.
- T. Hedges: They is a total of 82 parking spaces available and 42 spaces are for customers. Most of the employees will park off site. The plan is to only have 15 people at a time in the dispensary

and 15 people in the mantrap. The rest of the customers will have to wait outside. The City needs to make a decision about Happy Valley and the appointment only policy.

- S. DiStefano: The City would like to get all abutters to abutters together and address some of these questions at an offsite meeting. We need to keep it driven to stakeholders only. Tenants and owners. Anyone in the park would be invited.
- R. Pino: It is all about abutters and the parking situation.
- B. Bramhall: When is Happy Valley planning to open?
- Taylor: It depends on their first planting.
- B. Bramhall: We should invite Happy Valley to our next meeting.
- S. DiStefano: We are hoping that 2-3 people from this Board would get into an understanding with Happy Valley and advocate for the City.
- R.Pino: Is that a City Council vote if the City leans toward putting in place an appointment only policy?
- T. Balf: What is the legal process? It would be helpful to know. Ideally we would like to make an announcement at the meeting about the City's decision.
- R.Pino: How did Salem come up with their appointment only policy?
- D. Lascio: Is Happy Valley having the same conversation about being inundated with customers and how to handle it?
- T. Hedges: Happy Valley wants to be a good neighbor. They still get to control the visits.
- C. Gustin: Sal, has the City had any concerns from other park businesses?
- S. DiStefano: Not to my knowledge. The public meeting was not well attended. We did an event in the park. The Mayor wants to make sure that people are aware of what is happening. There is going to be an impact on the community. Happy Valley is manufacturing a controlled substance. Bottom line is that we have all of the cards. Making sure that we get it done right and voice our concerns. It is best to do it now. This is not like any other business.
- C. Gustin: Would it be beneficial to meet with the McNiff's about the infrastructure and safety issues? It is a good idea to institutionalize some meeting structure to get occupants in the park to get together 2 times per year. The Happy Valley situation is only Happy Valley specific. This is the first priority. Secondly, how much latitude will EDIC have in pulling this together and host an event meeting with tenants/ owners and occupants?
- J. Cunningham: We would have to make a motion that this is not a meeting and we would not be in conflict with open meeting laws. It is not going to be a decision making meeting.
- M. DiLascio: What are the actions then?
- B. Bramhall: Do we reach out and contact Happy Valley or do we go around to individual tenants with a form letter?
- C. Gustin: Sal and someone from EDIC needs to reach out to Happy Valley to plan a meeting with tenants and occupants.
- S. DiStefano: Happy Valley's Attorney will contact abutters. This will be an opportunity for Happy Valley to go over what they are doing and provide a point of contact for abutters to notify. We should consider having this meeting in the park and not at City Hall. The more

convenient you make it the better. This will be good visibility for the EDIC as an advocate for the park businesses.

- C. Gustin: Police/ Fire/ Chamber of Commerce will be included and the EDIC will play the lead host role.
- S. DiStefano: This will be an informal event. We should consider involving 1623 studios to help spread the word since they are tenants in the park.
- C. Gustin: We need to figure out timing and the location.
- M. DiLascio: What are our action items then?
- B. Bramhall: We need to make contact with Happy Valley and contact abutters. Sal DiStefano will follow up and T. Hedges will contact Joel Favazza, Happy Valley's Attorney. Will the Chamber assist in the event planning?
- **UMass Updates**-M. DiLascio: Not much has occurred since our last UMass meeting. Professor Racini added research assistants to his team. We are involving GHS and have contacted Ellen Clark in the Guidance Department. Laura Carlson is now our contact at GHS with Ellen being out. Students will be responsible for the data dash board. Students will get experience in urban planning. How do we want to announce this? We should come up with an article that EDIC is working with UMass and GHS in an industrial survey.
- C. Gustin: This would be best as a press release about the contract. Gustin agreed to work on the draft.
- R. Pino: We need a backend story and not an upfront story with the GDT.
- Bill Bramhall: A letter needs to go to each business and abutters to let people know that the City is doing this project with UMass.
- S. DiStefano: It needs to go on the City's website and the Mayor's social media page.
- B. Bramhall: We would need to get a final sign off from the Mayor's Office on the press release.
- M. DiLascio: Would we want to ask Jay or John McNiff to be part of the steering committee?
- B. Bramhall: Carl will work on draft of press release and to get sign off from Mayor's Office.
- EDIC's Mission: This is still in the works. Carl has the working document.
- C. Gustin: We would like more feedback from the Board members. If you have any thoughts or comments I would like some additional feedback.
- T. Balf: We just want to get some clarity around what the EDIC does and what our role is. We need to listen to the initial legislation and think about the core EDIC structure as it relates to our mission. There should be plans associated with our projects- strategic plans and expand it to the waterfront. That will help us collaborate with Sal and Community Development and the Chamber.
- C. Gustin: At some point we need to share this with the City. What types of industries we should be looking towards with the resources that are available. There are 4 industrial sectors that Marlborough is focused on. That type of clarity would be helpful.
- R. Pino: One suggestion to the mission draft is that we include marine related companies.
- **Cell Towers**: J. Cunningham: We received a copy of a letter from Verizon wireless. The EDIC in 2014 assigned these leases to AP Wireless Investments. J. Cunningham will put a call into AP Wireless. AP Wireless owns the lease that allowed some sub-tenants to put up towers. AP

Wireless leased out the space. The EDIC still owns the land with a long term lease which was converted to cash. We have a clause about additional residuals. We share in the increase in their revenue under these circumstances. J. Cunningham will follow up with the Board: More information to follow.

- **Ken Riehl, Chief Executive Officer, Cape Ann Chamber of Commerce:** Provided a brief overview about the Blue Economy and what the Chamber is looking to do by providing long term sustainable growth with marine manufacturing. The Chamber established a steering committee of 12 individuals that meets quarterly. This group is the Cape Ann Innovators Collaborative. This group attracts others to Gloucester. Last year they had 3 events. The 3 events were: Coastal Resilience, Blue Economy and GMGIA. All events were well attended.
- **K. Riehl:** Blue economy already exists. Our mission is to organize and strategically develop a plan for planned out growth. Better to plan out what we want to achieve here regionally on the North Shore. Taking active steps here to attract people here to this region. We have an overall strategic coalition approach. Phase I- looking for contributor's to raise \$60,000 to assess the North Shore region. In the process of speaking with other municipalities. The fund would help execute the work and we are looking to hire someone. We would be building data that already has been done. How do we grow this business category? Phase 1: Generate the funds. Phase 2: The Chamber would get a written report / data/ transportation findings. It is economic development 101. Phase 3: would be the execution. Phase 4: would be to create a regional blue economy economic development strategy.
- **M. DiLascio:** Have you reached out to John Bell? He would be good to contact.
- **K. Riehl:** We are now looking for the EDIC to donate \$10,000 to the project. At this point there are 2 funding sources. UMass Amherst at \$10,000 and Jill Cahill/City of Gloucester with a contribution between \$2,500 to \$5,000. We are now looking to contact other cities like Beverly and Salem. We do not have a lot of time to raise funds. End of March/ April is when we plan on getting this work done. The south coast has big businesses and a big university presence. However, they do not have a lot of high tech businesses. We have a lot of smaller businesses here that are doing high tech work. We will focus on smaller bio-tech businesses. Our request would be half of what the south coast has done.
- **C. Gustin:** When it comes to climate and sustainability, Bud Ris might be interested.
- **K. Riehl:** The south coast has already secured funding with a state matched contribution. Focus will be on offshore wind and local fisherman. They have already identified projects in 3 focused areas including research, workforce development and one that I cannot remember.
- **R. Pino:** Businesses would be more attracted to a community that has already done their homework.
- **M. DiLascio:** How does Gloucester get the maximum value for the \$10,000 contribution?
- **K. Riehl:** We can't promise this but we will always be pushing Gloucester.
- **T. Hedges:** This is a nice tie in to what we are currently doing with UMass.
- **C. Gustin:** Salem and Beverly are getting involved. We are in direct competition with Centennial Park and Cummings Park. It would be nice to see Gloucester as the big boat and Cummings and Centennial as the tenders.

- K.Riehl: What marketing are we doing to advertise our industrial parks? What is the City doing?
- The Board would like to think about this opportunity and see if a major donor comes through. The Board has asked K. Riehl to submit a formal request by letter or email to request the donation.
- T. Hedges: It is an affordable way to round out the rest of our study.
- M. DiLascio: We were not prepared tonight to vote on the contribution. We will need to deliberate here as a Board.
- R. Pino: Ken should send a formal letter to the EDIC requesting the funds.
- T. Balf: It does really round out our marine related focus.
- M. DiLascio: I like that it is private industry doing this research.
- K. Riehl: I would like to work more closely with the EDIC moving forward.
- Meeting was adjourned at 7pm
- Next meeting: February 12, 2019 at 4:30pm