



EDIC Meeting Minutes

Wednesday, October 17, 2018 at 5:00pm

CATA Conference Room, 1st Floor

3 Pond Road

- **Call to order of the Board**
- **Meeting started at 5:03pm**
- **Attendance Taken. In attendance: Chairperson Bill Bramhall, Treasurer Ruth Pino, Taylor Hedges, Mike DiLascio, Carl Gustin, and Tom Balf. Also in attendance: John Cunningham, Attorney for the EDIC, Attorney Jerrold Oppenheim, and Jill Cahill, Director of Community Development with the City of Gloucester.**
- **Meeting minutes from the October 3rd meeting were approved with revisions. All were in favor.**
- **The proposal for the UMASS project was discussed and the revised scope, version 2, was sent to Professor Raciti. What were removed were the west side references with the Akerley changes.**
- **Mike DiLascio: We are comfortable with the revised scope but we pushed back on the budget which came in at \$25,945.00. UMASS has a 36% overhead charge which is required. Professor Raciti is coming back with revised figures.**
- **Tom Balf: We need to look at the totality of the proposal.**
- **M. DiLascio: The budget stands at \$25,945.00. If we are comfortable with the scope we should move forward on the proposal with the scope as is at the proposed budget price or a lower price.**
- **Tom Balf: The deliverable date is June 30th which seems reasonable but the sooner the better.**
- **Carl Gustin: We are giving them 4 to 6 months.**
- **M. DiLascio: To book the talent we need to be on the semester schedule. There will be 2 independent study students/ graduate assistants so we are on the fall semester schedule.**
- **C. Gustin reminded the Board that the start date of the project is November 1, 2018. I believe once we start Professor Raciti will sense the urgency. We should express that Community Development and the City are really eager to get results. The City has its own plans. We want to move parallel with the City's plan.**
- **The First motion: Vote to accept the proposal as present which tracks the scope of the work provided to Professor Raciti within the time frame proposed with a budget that should not**

exceed \$26,000.00. Roll call was taken. All Board members unanimously voted yes to pass the motion. Motion was carried.

- T. Balf again stated that the deliverable date of 4-6months is reasonable.
- The second motion: To pass a vote that the Treasurer is authorized to execute the contract subject to satisfaction with its terms. Roll call was taken and all were in favor. Motion was carried.
- Bill Bramhall was appointed by Mayor Romeo Theken and CAO Destino to become Chairman of the EDIC Board for 1 year. Appointing a Vice Chair and Jerrold Oppenheim to the board are still in the works.
- M. DiLascio: We need to make sure that we use the data we secure from the project appropriately and it doesn't end up just as some spread sheet in a filing cabinet. It is important the EDIC has a plan of how we are going to use the data and have Professor Raciti help us define the information and how we display it.
- Questions were asked about the current status of the EDIC's website. How will our website and the City's link together? We need to work on our SEO (search engine optimization), develop key search words, revise content, and do a complete overhaul our current website.
- C. Gustin: There are companies like John McDougall's which help people optimize the number of hits they are getting to their website and where your website ranks on the Google search.
- At some point we need to update the EDIC's website and key search words which will enable better search capabilities.
- McDougall Interactive assists clients with:
 - Content Analysis
 - Keyword Updates
 - Content Management
 - Content Revision
- J. Cahill informed the Board that the City is embarking on a new project to revise their own website content in the next 6 to 9 months.
- The EDIC Clerk will review the current EDIC's website and flag any necessary changes concerning staff and contact information.
- C. Gustin: The results that will be coming out of the UMASS project such as the commercial/industrial marketing initiative should be highlighted and incorporated into the EDIC's website.
- T. Balf stated that it was premature to think about a website at this point. We can be thinking about the website but we need to work on our mission and governance of how we project ourselves. Over the next few months, we can be thinking about the website and content. That is reasonable.
- C. Gustin added that we may want to take a whole different approach to the website. We need to consider adding links like Mass Econ or links like NAIOP (National Association of Industrial Office Properties).

- **B. Bramhall brought up the fact that we need to solicit a new EDIC Director and look at our finances. We need to think about our budget. Perhaps the City could contribute to filling the position.**
- **Next meeting: Wednesday, November 14th, 2018 at 5:00pm.**
- **A motion was passed to adjourn. Meeting ended at 5:57pm.**