



Economic Development Committee Agenda

Remote Meeting

Thursday, January 6, 2022 – 10:00 am

www.truro-ma.gov

Please join the meeting from your computer, tablet, or smartphone:

<https://global.gotomeeting.com/join/403888853>

You can also dial in using your phone:

United States (Toll Free): 1-877-309-2073

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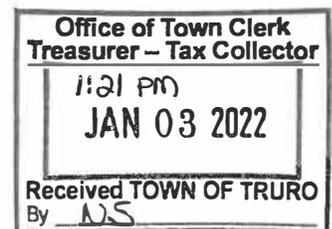
Access Code: 403-888-853#

Open Meeting

- Approval of Minutes:
 - December 17, 2021
- Discussion with Carole Ridley, Ridley & Associates – Top Ten Stakeholders Identified
 - Stakeholder identification
 - Planning for Focus Groups (including questions, dates, schedule)
- Public Forum/Input Plan
- Establish deliverables and timeline (revised)

Next Meeting Date: Discussion

Adjourn



Economic Development Meeting December 17, 2021

Members Present: Robert Panessiti, Chair, Nancy Medoff, Kristen Roberts

Absent: Chris LaMarco

Others: Kristen Reed, Select Board liaison, Darrin Tangeman, Town Manager, Barbara Carboni, Truro Town Planner, Carole Ridley, Ridley and Associates, Susan Areson Select Board Member

The meeting was called to order at 11:03am.

The minutes for the meeting of November 5, 2021 and December 2, 2021, were presented for consideration. Having been tabled at the previous meeting. A motion was made by Kristen Roberts and seconded by Nancy Medoff. Motion carried 3-0-0.

Officer elections were held and the following slate was approved. The motion was made by Nancy Medoff and seconded by Kristen Roberts, motion carried 3-0-0.

Robert Panessiti, Chair
Nancy Medoff, Vice Chair
Kristen Roberts, Clerk

Mr. Panessiti turned the meeting over to Carole Ridley to present an updated timeline and discuss how we would encourage community input. Ms. Ridley recapped some of the discussion at our last meeting specifically how we could introduce focus groups vs. interviews. A concept plan was presented. Ms. Medoff commented that focus groups would be much more productive than stakeholder interviews. We should direct some specific invitations to business owners and encourage additional participation. Mr. Tangeman offered that we might conduct some of these forums in conjunction with the LCPC and that we should not forget to include virtual businesses. We should be mindful of overlap. Mr. Panessiti offered to share with the LCPC at their next meeting where we are in our process and our expected timeline. He asked Mr. Tangeman if we can post the slide illustrating the EDC timeline on the town website for reference. Ms. Medoff commented that we be very clear that this would be our projected timeline.

Mr. Panessiti asked Mr. Tangeman how we would handle these meetings given the current health crisis. Mr. Tangeman informed the Committee that we have been approved by the Select Board for hybrid and remote meetings. Ms. Ridley commented that remote meetings would be more productive. Ms. Medoff agreed and asked the Committee to commit to remote meeting format. The Committee agreed.

Discussion was then had around what the focus groups should look like. Ms. Ridley presented her concept plan of 60-90 minutes. Ms. Medoff and Ms. Roberts expressed their opinion that we would have better participation if the meetings lasted 60 minutes with time allocated for 90

minutes. It was decided that invitations should go out after the first of the year with the focus groups starting to take place in late January.

Four main industry groups were discussed for the focus groups:

Natural Resources, Environment, Fishing Charters and Farming
Construction Trades and RE Development (include Walsh Property)
Retail Arts Health & Wellness, Hospitality
Businesses and Services (including home-based businesses)

Ms. Medoff commented that hospitality shouldn't be included with retail arts, etc. Mr. Panessiti commented that many workers live in Truro but the business is based elsewhere, how do we include them? Ms. Ridley responded that those folks would be included through grass roots efforts of the Committee.

It was determined that a separate category be created for Hospitality to include:

- Hotels
- Restaurants
- Retail
- Real Estate Agents

An additional group for non-profits was discussed, as well as thematically "Truro as a destination." Ms. Roberts commented that some people may come to more than one focus group and should be encouraged to do so. A motion was made that "we have identified the following industry focus groups: farming, marine, charter fishing; restaurant, retail, arts; overnight leisure, hospitality; non-profits, home based business; construction trades. A motion was made by Ms. Roberts, seconded by Ms. Medoff, the motion carried 3-0-0.

Ms. Ridley summarized what we accomplished and asked the Committee to think about what we questions would we be asking at the focus groups. Mr. Tangeman stated it would be helpful ask people why they have not domiciled business in Truro. Ms. Medoff requested that we come to the next meeting with several opened ended questions for the focus groups and also ask business owners what and how they are forecasting for the coming year. Ms. Ridley reminded the Committee that she has provided some questions for discussion that could help in her presentation material.

Ms. Roberts left the meeting at 10:50am, the meeting was adjourned at 11:00am.

The next meeting of the Committee will be January 6th at 10am.
Respectfully Submitted by,

Robert Panessiti, Chair

Concept Plan for Truro Economic Development Strategy Focus Groups

Focus groups could be an effective alternative to holding one large economic development forum. These sessions would be advertised through town and media outlets and open to the public. To ensure participation of local businesses, it is recommended that the EDC employ direct outreach (a letter, email and follow up phone call) to businesses.

The following list was decided by the EDC. The sessions will be open to the public, but selected business owners/operators will be encouraged to participate (this may include Provincetown businesses with ties to Truro). Participants may self-select which session to attend and may attend more than one session.

- Group #1: Farming, Marine, Fishing, Charter Businesses
- Group #2: Construction Trades
- Group #3: Restaurants, Retail, Galleries, Arts Venues
- Group #4: Overnight Leisure Hospitality
- Group #5: Non-profit Organizations, Business and Services (including online and home-based)

The format would be 60 minute facilitated virtual sessions. It is proposed that these be held in the second two weeks of January (dates TBD).

Suggested format for discussion:

Intro/Facts:

- Group introductions
- Purpose of the focus groups, economic development strategy
- Provide contextual information related to the local economy and focus group theme

Possible Discussion Questions:

1) What attracted you/your business to Truro?
Has that changed? How?

2) If you could envision a future Truro that would be ideal for you/your business to meet its goals, what would that look like?

3) What issues or conditions might prevent that vision from becoming a reality (Issues of concern)? What are the biggest challenges facing you/your business? [explore issues related to focus group theme]

4) What advantages or opportunities do you see to make that vision a reality? What future conditions in Truro or the region would help your business achieve its goals? [explore issues related to focus group theme]

Wrap-up and Next Steps:

- Summarize key points of session
- Discuss process:
 - Draft vision and economic development strategy document
 - Public presentation of draft document for public comment

Truro Economic Development Strategy

Anticipated Project Timeline

Phase 1: Data Collection and Planning (January - February 2022)

- Conduct data collection and analysis (demographic, economic, community infrastructure and other plans) with the EDC and summarize key findings.
- Conduct focus groups (targeted for last two weeks of January)
 - Group #1: Farming, Marine, Fishing, Charter Businesses
 - Group #2: Construction Trades
 - Group #3: Restaurants, Retail, Galleries, Arts Venues
 - Group #4: Overnight Leisure Hospitality
 - Group #5: Non-profit Organizations, Business and Services (including online and home-based)
- Prepare focus group summary to serve as basis for planning a public Economic Development Summit.
- Develop an outline and logistics plan for Economic Development Summit.
- Publicize summit; conduct outreach to ensure participation in summit

Phase 2: Summit and Reporting (March - April 2022)

- Facilitate Economic Development Summit with EDC. (remote or in person based on committee preference)
- Draft a summit report/strategies document.
- Seek public comment on the draft report/strategies document.
- Prepare final report/strategies document that reflects input from the EDC and public.
- Coordinate with Tighe & Bond to incorporate information into the LCP