



Economic Development Committee Agenda Remote Meeting

Tuesday, January 18, 2022 – 1:00 pm

www.truro-ma.gov

AMENDED

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

<https://global.gotomeeting.com/join/373316669>

You can also dial in using your phone:

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

United States: +1 (571) 317-3129

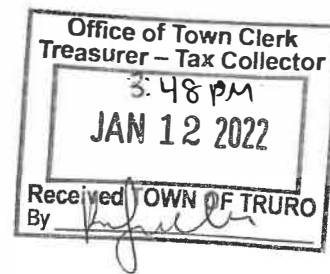
Access Code: 373-316-669#

Open Meeting

- Approval of Minutes:
 - January 6, 2021
- Focus groups – DRAFT Focus Group Discussion Questions (attached)
- Review draft Committee report for Town Newsletter and Annual Report

Next Meeting Dates: Thursday, February 10, 2022 at 9:30 am
Thursday, March 10, 2022 at 9:30 am

Adjourn



Economic Development Meeting January 6th, 2022

Member Present: Robert Panessiti-Chair, Nancy Medoff, Kristen Roberts, Chris LaMarco

Others: Kristen Reed-Select Board Liaison, Darren Tangeman-Town Manager, Barbara Carboni-Truro Town Planner, Carole Ridley-Ridley and Associates

The meeting was called to order at 10:03 am.

The minutes for the meeting from December 17th were presented for consideration. A few edits and additions were suggested by Nancy Medoff and a motion was made to approve the minutes as amended by Kristen Roberts, seconded by Nancy Medoff. Motion carried 3-0.

Carole Ridley reviewed the five categories chosen for the focus groups. A discussion about how best to set up, frame and market these meetings occurred. The following determinations were made. The meetings will be held entirely remotely, with GoToMeeting as the platform to remain consistent with the town. The EDC will hold 1-2 meetings per week with the goal to complete all of the focus groups by mid-February. A discussion was held about how to engage people and Selectperson Reed suggested that we allow people who cannot attend to be able to send in written responses. Carole Ridley suggested that we leave questions broad so as to have a more robust discussion. A discussion was held regarding whether meetings should be publicized and/or recorded or more free form. Nancy Medoff suggested that business owners might be more candid if they were not being recorded. Selectperson Reed recommended that we look at these sessions like Select Board work sessions, which are not recorded but one committee member is tasked with taking notes so ideas are not lost. It was determined that not recording would be the best course of action.

The following meeting times were agreed upon.

- Farming, Marine and Agriculture-Tuesday, January 25th, 11 am.
- Restaurant, Retail and Arts-Tuesday, February 1st, 11 am.
- Overnight Leisure and Hospitality, Real Estate-Thursday, February 3rd, 11 am.
- Non-profits, home based businesses and all over businesses not falling into another category-Tuesday, February 8th, 11 am.
- Trades and Construction, Thursday, February 10th at 430 pm.

A discussion occurred regarding the format of the focus group. It was determined that an Economic Development Committee (EDC) member will attend each meeting. They will

introduce themselves, explain the goals of the EDC and introduce Carole Ridley, who will then lead the discussion with some broad questions.

Nancy Medoff suggested that in order to reach the most broad audience that an email invitation should go out through Darren Tangeman and then from there we can follow up with direct asks, phone calls, emails, etc. It was determined that Carole Ridley will draft the communication, Selectperson Reed will speak with the Town Manager regarding the invitations going out quickly and to a wide range of people, and Nancy Medoff will handle the RSVPs. The Truro Chamber of Commerce, the town website and the town newsletter will all aid in distribution of information.

Bob Panessiti asked EDC members to come prepared at the next meeting with people that would be interested in attending focus groups in their specific areas of expertise. Kristen Roberts suggested that, based on the fact that the first meeting is scheduled for late January, that we have a brief discussion about the Agriculture, Marine and Farming meeting and who would potentially want to participate. It was determined that members of the EDC reach out to the following people. Bob Panessiti will reach out to Stephanie Rein and Rich Wood. Kristen Roberts will reach out to Chris King, Peter Staaterman, Dave DeWitt and Drew Locke.

The next meeting was scheduled for Tuesday, January 18th at 1 pm so the EDC can ensure that everything is ready for the first focus group the following week.

A motion to adjourn was made by Kristen Roberts and seconded by Nancy Medoff. The motion passed 4-0.

Meeting adjourned at 11:42 am.

Minutes respectfully submitted by,

Kristen Roberts, Clerk

Focus Group Discussion Questions:

1) How long have you/your business been in Truro?
What are the top three advantages of operating your business here?

2) What is the outlook for your business in the next 3-5 years?
What is the biggest factor in determining that outcome?

3) What are the top three challenges your business faces?

Follow up:

Enough qualified workers?

Enough customers (market size, competition)?

Supply chain?

Community issues such as affordable housing, schools?

Transportation?

Telecommunications?

Policies and regulations?

Support systems: access to credit, professional development, etc.?

4) What conditions would you like to see in Truro or the region to help your business achieve its goals?

DRAFT