

Fairhaven Economic Development Study Committee
Meeting: Tuesday, March 1, 2018

Present: Chairperson, Kevin McLaughlin, Wayne Hayward, John Seed, Todd McGregor, Ed Lopez, Bernie Roderick and Bob Espindola

Connie Brawders was also in attendance as interim Town Planner.

Approve minutes of January 25, 2018 Meeting:

Bernie Roderick made a motion to accept the January 25, 2018 Meeting Minutes as presented and was seconded by Todd McGregor. The motion passed unanimously with Wayne Hayward abstaining.

Minutes of November 16, 2017 Meeting:

Wayne Hayward made a motion to approve the November 16, 2017 Meeting Minutes as presented and was seconded by Bernie Roderick. The motion passed unanimously.

Ocean Cluster Concept:

Bob Espindola gave a brief overview that he read about this in the newspaper. He has reached out to Mark Rees to make a connection with the head of the New Bedford Harbor & Fisheries contact, Ed Washburn to set up a potential meeting for a future meeting. Mr. Espindola asked this to be discussed again at the next meeting.

CGI Communications:

A webinar presentation was provided by Amy Curran from CGI Communications – the provider who three years ago contracted to provide the Town with the current video it has of Fairhaven on our website. This is a free service provided to the Town, and CGI would come out to film any new video's any way the Town/Committee sees fit. The last contract was contracted for five videos and they agreed to do the same. She explained how the process worked, starting with getting a contract over to Mr. Espindola for the Board of Selectman to review.

Mr. Roderick asked her what other communities they work with around our area. New Bedford, Lakeville, Somerset, Brockton, Billerica, W. Bridgewater to name a few.

Mr. McLaughlin asked about a tracking system to see how many times the videos were reviewed and she did state that is possible. She said upon the signed agreement/contract a username , password and login would be provided for someone from the Town to review that monthly, quarterly, or how we see fit.

The past videos included a welcome video, along with Parks & Recreation, Education, Quality of Life & Real Estate. But the Committee along with the Selectmen could advise if they want to change the categories of the videos and or context. The Committee discussed if the goal was Economic Development, then of course maybe they could add a video that included just information on that.

The way that CGI Communications makes money is to provide an advertisement package for businesses in the area that would go through a separate website that CGI hosts when they click on the advertisement through the video.

Bernie Roderick asked who the liason would be between CGI and the EDC. Mr. Espindola suggested either the new Town Planner or the cable access director.

Another question to bring forward to CGI was to ask if within that 3 year contract if there were changes to be made to the videos, would there be a charge.

Bob Espindola made a motion to recommend to the Board of Selectmen to sign a contract with CGI to move forward with new videos for the Town and was seconded by Wayne Hayward. The motion passed unanimously.

Vacant Properties Data Base

The Committee discussed the potential use of an intern or web base program that they could utilized to track vacant properties in Town.

Wayne Hayward shared two links that are online data base input support systems and said he emailed them to the committee members earlier in the day. He explained they were geared toward on-line GIS viewer.

Connie Brawders suggested contacting SRPEDD who may have already developed something like this. She will reach out to them with Bob Espindola's assistance.

The discussion turned to the FY19 budget and figuring it out to expend the funds left in the FY18 budget as well as putting a memo together to support the \$10,000 that was put in their line item for FY19 budget.

The Committee agreed that the 5 major things they were seeking to fund was: administration (recording secretary), social media, data base online through either internship or consultant, a website option, and marketing.

Eddie Lopez will get in touch with Ms. Curran from CGI to get information with Marketing through Social Media and what her suggestions and or cost would be.

Bob Espindola agreed to work with Connie Brawders on the data base online information with SRPEDD to price it for the FY19 budget.

With the FY18 funds that are left the committee agreed to identify the scope they want to pursue now and what cost would go with that.

Kevin McLaughlin agreed to work on website pricing.

Bob Espindola made a motion to have the Chairman submit the FY19 Memorandum Description of how funds would be utilized and was seconded by Ed Lopez. The motion passed unanimously.

Review of Department of Revenue Report:

Bob Espindola had the DOR put together the report for review from the committee. Mr. McLaughlin felt it was very randomly put together with no consistent years. Mr. Espindola agreed to call them back to revise, using yearly results for comparison.

Final Draft of FXM

Motion was made by Todd McGregor to accept the Final Draft of FXM's Report and seconded by John Seed. The motion passed unanimously.

Next meeting scheduled for March 29, 2018 at 6:30p.m.

Wayne Hayward made a motion to adjourn and was seconded by Todd McGregor. The motion passed unanimously at 8:33p.m.

Respectively submitted,

Patricia A Pacella
Recording Secretary