

Economic Development Meeting December 2, 2021

Members Present: Robert Panessiti, Acting Chair, Nancy Medoff, Kristen Roberts, Chris LaMarco
Others: Kristen Reed, Select Board liaison, Darrin Tangeman, Town Manager, Barbara Carboni, Truro Town Planner, Carole Ridley, Ridley and Associates

The meeting was called to order at 9:35am.

The minutes for the meeting of November 5, 2021, were presented for consideration. The action steps of the minutes were reviewed and the approval of the minutes was tabled to give members time to review for a vote to approve at the next meeting.

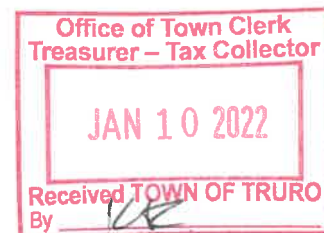
Carol Ridley presented a power point presentation regarding economic development strategy, data collection, timeline and the strategy itself and what an outline of the components should look like. Demographic data was presented and it was acknowledged that some of it was not the most current collected in the 2020 census other than housing unit information. That data should be available in March of 2022. Ms. Medoff remarked that we need to be mindful of the shift that has occurred as we review 2019 data. Consideration of usage information from the town will also be gathered to help identify the needs of the community.

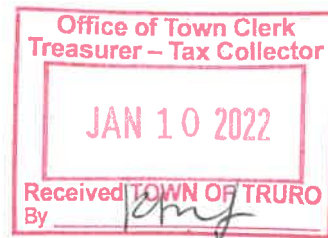
Mr. Panessiti questioned whether or not the people identifying as year-round residents are in name only or if they are actually in the community utilizing services. Mr. LaMarco stated that in his business he has seen an increase in usage and more seasonal clients have become year-round.

Ms. Carboni asked if there was a standard definition per the Cape Cod commission of "seasonal"?

Mr. Tangeman asked if information had been shared with the committee from the Cape Cod Commission survey that identified second homeowners vs primary residents. Information was to be shared with Committee members following the meeting.

2020 census data was reviewed that showed that Truro has a very high number of vacant homes although we have seen a decrease of approximately 16% suggesting that the year-round population has increased; the total number of housing units was shown to have decreased by approximately 2.4%, 76 units in total. Employment and income data was shared including income need to buy or rent a home in Truro. This was 2019 American Community Survey five-year estimate. Data specific to Truro was contrasted with Barnstable County. More current data concerning level of employment and types of industry was presented. It noted that the number of businesses and the industries represented hasn't changed significantly since 2010, holding steady at approximately 115.





Ms. Medoff asked if we could combine data we have with the industry name and data presented? Also if we should use this data from 2020 or the data we are collecting to verify. Mr. Panessiti thought it might make sense to combine lists and “clean up” the data. Mr. LaMarco commented that we really don’t need the data to be perfect since it always be somewhat flawed so how much time do we want to spend compiling it. He remarked that we understand what we have in Truro, we should focus on how do we get young families to move and live here.

Mr. Panessiti asked if there were many business that wouldn’t show up on the chamber list that were on the DBA list. Ms. Reed responded that there were enough to warrant researching those. Ms. Medoff shared that it won’t take too much effort to compile the data on a spreadsheet. She stated that we are making significant decisions for the community and we need to be sure the integrity of the data is high. Ms. Medoff asked if it made sense to look at Truro specific data in the context of the outer cape as a whole. Ms. Ridley thought that made sense and is a great idea, the Committee agreed. Mr. Panessiti noted that if we are considering over one-hundred business in Truro, how many will we be able to actively be able to contact? We will be holding forums etc., but practically speaking time constraints will only allow us to reach out to a relatively small number so how much time do we want to spend compiling a list?

Ms. Reed asked if Ms. Roberts was aware if the campground owners were part of the Chamber. Her point being that there may be a high number of employers not represented in the Chamber. Ms. Medoff noted that we should not only look at the size of individual employers but also size of industry employment that would encompass many smaller employers.

Mr. Panessiti asked Ms. Ridley how in her experience she has engaged business owners as part of the process. She referred to the slide that detailed the project timeline. She asked the committee to consider who we would want to identify and here from as key informant/stakeholders in the community; what issues are we attempting to identify and answer? Discussion was had around how we define industry and prioritize our outreach to business owners. Ms. Medoff stated that it was important to have a member of the committee present when interviews are being held. Mr. Tangeman added that we should gather information concerning issues that business owners are having operating in the community and reach out to as many as possible through round tables that are industry specific. Discussion was had around public forum and focus groups, how many meetings, how many sectors, etc. Ms. Medoff reiterated that we don’t want to exclude anyone and we should be as inclusive as possible. Ms. Roberts cautioned that we don’t spend too much time chasing people since there will be multiple opportunities for participation. Ms. Ridley asked if the Committee could put together a set of questions to frame the conversation for any focus groups. She would assist in this process.

Mr. Panessiti asked how do we move forward and actualize the conversations we are having today. Ms. Ridley responded that the Committee needs to identify the top ten business that we want to hear from as a starting point. She would provide some open-ended questions to be reviewed, once the interviews take place we then organize the forums expected in

February/March. Questions would include financing , employment, infrastructure issues, etc. Mr. Panessiti suggested we consider businesses with the highest attrition rate as well.

Action steps for the group

- Identify the top ten stakeholders/business we would like to interview
- Who from the committee wants to participate in the interviews
- Carole would provide questions for the interviews

Ms. Medoff stated that we need to level set and determine what our list looks like and agree on who to speak with. Mr LaMarco and Ms. Roberts stated that we should consider that anticipate we will be hearing the same issues repeatedly. Mr. Tangeman offered that in his opinion the people that speak up have issues and hopefully we can address them in a constructive manner. He recognized that the state of MA is a very difficult regulatory environment. Ms. Reed reminded the Committee that larger issues such as housing, connectivity and we should approach this work as part of Local Comprehensive Planning Committee (LCPC). That some people aren't as involved and don't necessarily understand the needs of the community and need to be educated through our outreach and communication.

It was determined that we should have a meeting before Christmas and determine our top ten business to survey from a list Barbara will distribute and complete items not addressed on this agenda.

The meeting was adjourned at 11:00am.

A motion was made by Ms. Medoff and seconded by Ms. Roberts passing 4-0-0

The next meeting will be held on Friday December 17th, at 11am.

Respectfully Submitted by,

Robert Panessiti
Acting Chair

[Handwritten Signature] 12/17/21

