

MEDC BULLETIN

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"Serving Professional Massachusetts Economic Developers since 1963"

President's Message

The Red Sox continue their winning ways and MEDC continues to grow. Membership is currently 91 and climbing! I'm convinced that the growth is due mainly to one-on-one outreach, so thanks to everyone who has made a call, e-mailed a brochure or schmoozed a coworker.

The next big push for new members will be a direct mailing in early September to about 100 economic development professionals from around the State. The list was developed through a collaborative effort between Bob Bateman and Gregg Simon, and I am excited about the opportunity this presents to MEDC for new members.

Another simple recruitment tool will be coming out to every member in the very near future. Everyone will be receiving an e-mail containing a digital copy of the new and improved MEDC brochure. I want everyone to place the digital copy of the brochure on to the desktop of your computer.

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E-Government Topic of June Seminar Presented in Lawrence

MEDC and NEDA's Advanced Seminar was held on June 22nd in Lawrence. Over 30 economic development professionals attended this event which featured two panels: *Site Finders – Tools to Support Business Location and Development and e-Government – Methods and Tools*.

James Comerford, President of Successful Business Solutions, Inc. discussed the mechanics of constructing a Local Economic Development Website. He provided the group with useful guidelines for the types of content and resources that should and should not be included in a website. Everything from unique Domain names, search engine optimization, the predominant use of text, and tools for develop-



Peter Crosby, J4B and Kevin Paulsen, IBM; panelists—e-Government: Methods and Tools.

ing an RFP for the web site design.

Robert Anderson of the Massachusetts Alliance for Economic Development presented the Massachusetts Site Finder tool, which is scheduled to go on-line July 1st. The web site MassachusettsSiteFinder.com will provide links to both building and land sites. Massachusetts is joining 35 other states who already offer

similar websites.

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Design Work for New MEDC Web Site Underway

MEDC President Rob Hubbard signed an agreement with the Institute of Regional Development (IRD) at Bridgewater State College to design a new MEDC web site. President Hubbard also appointed a committee of MEDC members to work with him, Executive Director Bob Bateman, and the staff of the IRD led by Jennifer Reid to produce an attractive and functional site to replace the existing site.

The other members of the committee are: Steven Winter of the Metropolitan Area Planning Commission, Michael Milanoski of the Attleboro Redevelopment Authority, and Sherri Walker of the Neponset Valley Chamber of Commerce.

President Hubbard identified the redesign of the MEDC web site as his primary goal for 2006. The new design will feature:

- ?? Posting documents and reports (eventually an on-line resource center that is searchable)
- ?? Members' only section containing a detailed contact list; with member profiles optional
- ?? Publicly available list of members' organizations with basic contact information; with website and e-mail links optional (this may take the form of two maps containing appropriate links: one for municipalities and one for regional organizations)
- ?? Job bank – postings of job openings free to members, some charge for non-members
- ?? Photo albums will be via links; photographs will not be featured on most pages
- ?? MEDC Bulletins (recent) will be available via links
- ?? Wage/benefit survey available via link
- ?? Calendar of events – basic list of MEDC events and member's events; with links to more details
- ?? Sponsorship opportunities on the web site (at a later date)
- ?? Searchable sites (at a later date)

The purpose of the redesigned web site is to provide “value added” resources to the MEDC members, and provide information about the Council and its activities to prospective members. Once operational, the revamped web site will be maintained by the IRD and will be supervised and coordinated by the President of the MEDC. The MEDC web site can be accessed at www.masscdc.org.

MEDC ANNUAL MEETING UMASS Amherst December 1, 2006

The Annual Meeting of the Council will be held at the University of Massachusetts – Amherst on Friday, December 1st. The meeting will include the recognition of the 2006 Member of the Year. Last year's recipient Steven Andrade, served as MEDC President in 1993 and 1994 and also led the Host Committee for the extremely successful NEDA Annual Conference hosted by MEDC in 2004.

Richard Shafer of Taunton serves as Chairman of the Nominating Committee and is in the process of soliciting nominations for this year's

recipient.

The Annual Meeting agenda will also include an election of a Director from Southeast, financial reports, an update of Council activities, and a keynote speaker. Bruce Hughes was elected by the Board of Directors to fill the post of 2nd Vice President at the Board meeting in April, thus creating the vacancy of Southeast Director.

MARK YOUR CALENDAR NOW - Join your colleagues in December for this gathering of your Statewide professional association.

President's Message*(Continued from page 1)*

Why you ask? The brochure contains a membership application form and all the information anyone needs to join MEDC. So when you ask a friend to join MEDC and they ask for additional information – the application form and information will be just one click away!

I know everyone is wondering about MEDC's new website. It remains my number one priority, but is still a work in progress. The ad-hoc committee and Board of Directors have approved the design of the front page. Now comes the most important part – CONTENT and we need your help. I am asking every member to consider sending me one or more of the following:

- ?? Links to your organization's website and/or a website you think would be of value to MEDC members;
- ?? Relevant events for the calendar (starting in September of this year);
- ?? Photographs of economic development activities that you are involved with (a few words of explanation would be useful); and
- ?? News stories about you or your organizations that you want to share.

I sincerely hope that the response to this request will be so good that Bob Bateman and I (the website screening committee) will have to make some hard choices about which photos and stories to put up first.

A final note: mark your calendars and hold September 27th for lunch at the GARDNER ALE HOUSE, a recently opened brew pub in downtown Gardner. The restaurant has been completely renovated and their beer will be ready and ice cold by the 27th. The program will be networking, lunch and a sampling of the house's finest German style ales.

Sincerely,

Rob Hubbard



*From left to right, **Jeffrey Hayden**, VP of Business and Community Services and Director of the Kit-tredge Center Business and Community Services Division at the Holyoke Community College; **Eric Anderson**, Executive Director of NEDA; **Rob Hubbard**, Executive Director of Gardner Redevelopment Authority and MEDC President, share ideas and a cup of coffee during the June seminar in Lawrence.*

June Seminar*(Continued from page 1)*

Scott Gibbs, President of the Rhode Island Economic Development Foundation, outlined the detailed Site Finder, “Land Building Inventory System”, that his organization offers to clients for a fee. He said that the inventory offers prospects pre-engineered sites. The Site Finder, he pointed out, is designed to present simple and advanced searches of various available sites

Peter Crosby of the U.K. based firm J4b presented the components of his company’s “Open for Business” tool kit for businesses and investors as part of the e-government panel. This “outreach network” provides information and leads for regions and municipalities. He noted that the City of Gardner recently joined this network.

Kevin Paulsen, IT Director for IBM, discussed opportunities that e-government provides to businesses and citizens. He said e-government is a means of providing services to get citizens “out of line” and get them “online”. He described IBM’s Websphere portal delivery process. Mr. Paulsen said that the focus of this process is on gaining “efficiencies”.

Rob Hubbard, President of the MEDC and Development Director for the City of Gardner, served as facilitator and moderator of the Seminar. **Joseph Bevilacqua**, CEO of the Merrimack Valley Chamber of Commerce welcomed participants and gave a brief description of the Lawrence Riverwalk project.

Member News



Jeffrey Hayden, Chairman of the MEDC Council of Past Presidents, was appointed Vice President of Business and Community Services and Director of the Kittredge Center Business and Community Services Division at the Holyoke Community College in July.

Lisa Wong has recently taken the position of Executive Director of the Women’s Institute of Boston. She was formerly the Executive Director of the Fitchburg Redevelopment Authority.

MEMBER PROFILE

Kathleen McCabe



KATHLEEN MCCABE, AICP heads McCabe Enterprises, a planning consulting firm specializing in public financing strategies; economic development; public participation and neighborhood and downtown revitalization strategies founded in 1990 serving clients in New England, the Mid-Atlantic,

and Florida.

Kathy McCabe chairs the NAIOP District Improvement Financing Committee, where she has worked with state officials on the regulatory framework for DIF. She is working with several clients on District Improvement Financing, including successfully securing approvals of the first fully-financed \$67 million DIF project in the Commonwealth for CitySquare in Worcester, which is enabling the revitalization of the Worcester Center Outlet Mall by Berkeley Investments. McCabe has been involved in the initiation and kick-off of several other economic development financing tools in Massachusetts, including the new DIF law, Business Improvement Districts, and the Economic Development Incentive Program, which included TIF, signed into law in November 1994.

McCabe was instrumental in securing passage of the Massachusetts enabling legislation for Business Improvement Districts. McCabe aided Springfield in establishing the first BID in the state.

Before starting her own firm, McCabe was the Executive Director of the nationally acclaimed and award winning, Roslindale Village Main Street organization for five and one-half years. As Executive Director, Roslindale Village Main Street received the National Preservation Honor Award from the National Trust for Historic Preservation in 1990, the first "Main Street" program so honored. The Rudy

Bruner Foundation named Roslindale Village Main Street as runner-up for their biennial prestigious Excellence in the Urban Environment award. McCabe knows first-hand the difficulty and challenges in filling upper story buildings in downtowns and neighborhoods, and has worked with downtowns to enact ordinances and bylaws to encourage redevelopment of upper stories. The National Main Street Center named Roslindale Village Main Street as Main Street Pioneer for its work inspiring the Boston Main Streets program, the first and most expansive city-wide Main Street Program in the country

McCabe is a Board member and secretary to the Massachusetts Economic Development Council. She recently completed an international study of the use of information and communication technologies in downtown revitalization.

McCabe utilizes a holistic approach to community development addressing both physical and social community needs. McCabe has extensive experience working with public-private partnerships, local government and private business, ranging from small Mom and Pop shops to Fortune 50 companies and real estate developers. McCabe has a Masters in Urban Studies and Planning from Massachusetts Institute of Technology, a BUP in Urban and Regional Planning from the University of Illinois at Urbana-Champaign, and a Certificate in Administration & Management from Harvard University.

McCabe has been quoted in the New York Times, the Boston Globe, Hartford Courant, National Public Radio, and local electronic and print media outlets on public financing strategies, neighborhood revitalization, and community and economic development. She has lectured nationally and internationally on downtown and neighborhood economic revitalization. She represented the Commonwealth at the White House at the empowerment conference.



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MEDC EXECUTIVE OFFICERS

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Ralph Carlson

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 Holyoke Economic Development &
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 (413) 534-3773

Kathleen McCabe

MEDC Secretary
 McCabe Enterprises
 President
 (617) 247-7800

MEDC BOARD OF DIRECTORS

In addition to the Officers, the following individuals are members of the

Board of Directors:

- Tyler Fairbank, Berkshire
- Edgar Alejandro, Pioneer Valley
- Dan Curley, Central
- Gaylord Burke, Northeast
- Vacant, Southeast
- Leslie Richardson, Cape & Islands
- Thomas Miller, Greater Boston
- Gregg Simon, At-Large
- Jeffrey Hayden, Chairman, Council of Past Presidents
- Bob Bateman, Executive Director

ASK A FRIEND TO JOIN MEDC TODAY!

MEMBERSHIP APPLICATION

MEDC Membership (individual) -	\$75.00
MEDC Membership (second or more from same organization)	\$60.00
Joint MEDC/NEDA Membership - (new membership to both organizations rate)	\$150.00

Name _____

Title/Organization _____

Address _____

City/State/Zip Code _____

Phone _____ Fax _____

E-Mail Address _____

Website **Send your application form and check, payable to MEDC, to:**
 Rob Hubbard, MEDC President
 Executive Director, Gardner Redevelopment Authority
 115 Pleasant St., Rm. 201
 Gardner, MA 01440

DATES TO SAVE

September 27, 2006

MEDC Fall Meeting

“Septemberfest” in the Montachusets Region .
 Gardner, MA

October 15-17, 2006

NEDA Annual Conference
 Meredith, N.H.

December 1, 2006

MEDC Annual Meeting, Conference,
 Member of the Year and Board of Directors’ Meeting
 UMASS Amherst

*If you have an idea for a future MEDC event in your area, please contact MEDC President
 Rob Hubbard at (978) 630-4014,
 e-mail: RHUBBARD@GARDNER-MA.GOV
 or MEDC Executive Director Bob Bateman at (508) 487-7254
 email MEDC.EXECORD@EARTHLINK.NET*

WWW.MASSEDC.ORG