

**CITY OF BEVERLY
PUBLIC MEETING MINUTES**

BOARD OR COMMISSION: City of Beverly Economic and Community Development Council
DATE: April 23, 2026
LOCATION: Beverly City Hall, 191 Cabot Street, 3rd Floor, Conference Room A
MEMBERS PRESENT: Darlene Wynne (Ex-Officio), Zach Servideo, Dan Allon, Donna Musumeci, Jason Consalvo, Nathan Seavey, James Muse, Erin Schaeffer (Ex-Officio), Chris Tatnall, Mayor Cahill
MEMBERS ABSENT: Diantha Phothisan (Chair), Christopher Wrenn, Kevin Grant, Thomas Holland, Councilor Crowley, Michael Collins (Ex-Officio)
RECORDER: Kristan Patenaude

1. Call to Order

Schaeffer called the meeting to order at 8:30 a.m. and introductions were made.

**Review and Approve Meeting Minutes
a. March 26, 2026**

Allon: Motion to approve the March 26, 2026, meeting minutes, as amended. Musumeci seconds. (9-0), the Council was unanimously in favor.

2. Sam Eisenbeiser, BerryDunn, Economic Development Action Plan

Sam Eisenbeiser, BerryDunn, explained that the process kicked off in August of last year beginning with data collection and market analysis, followed by a stakeholder engagement meeting in October. The stakeholder engagement was robust and included a community wide survey, a survey of major employers, focused group discussions and interviews, and a community open house event in February. The design of the process was intended to ground the strategy in both data and local input and feedback. The process is now at the point of formulating the Economic Development strategy. The next phase will be to convert that framework into the detailed Action Plan itself. The starting point for the work is the Economic Development Vision that was established through outreach and planning work in 2021. The vision is about sustaining a vibrant and diverse economy that includes a spectrum of large employers, startups, and small businesses across the key sectors. There are five goals to support the vision, as articulated in Plan Beverly: expanding the tax base, quality jobs, diversifying industry, business support, and sustainability and identity. These goals provide the foundation and the justification for everything that follows. The analysis and engagement pointed to a very consistent set of themes and findings in Beverly with many assets, such as a strong business base, valuable downtown and waterfront assets, educational institutions, a highly educated workforce, and meaningful

industry and business activity which is also supported by entrepreneurship and innovation resources. The ability to take advantage of Beverly's assets to build economic resilience and more inclusive prosperity is being constrained by a set of persistent barriers, such as housing affordability, wage cost mismatch, childcare and other access barriers, mobility and parking issues, constrained land and infrastructure, and permitting complexity.

Eisenbeiser stated that the strategic objectives include growing and diverse diversifying jobs and industry, expanding housing and livability, strengthening workforce talent and mobility, strengthening downtown and key districts, improving competitiveness and site readiness, in advancing inclusive participation. These objectives are a bridge between the early analysis phases and the aspirational vision and goals

Schaeffer asked if mobility refers to transportation mobility or people/job mobility. Eisenbeiser stated that there is some overlap. Workforce talent mobility is about facilitating the transactional nature of labor, as well as economy and commerce. Mobility provides the access needed to make sure people can get to their jobs and other elements of infrastructure

Eisenbeiser explained that a suite of clusters was developed across the spectrum that included strong representation in terms of the momentum and the impact potential they have. These include advanced manufacturing and clean technology, the biosciences, and entrepreneurship in small scale manufacturing. These sectors matter because they combine an established local presence with meaningful potential to create quality jobs, tax base growth, and diversification. Beverly's future it's not designed to depend on one sector alone. This approach leverages the benefits of a balanced portfolio of anchor sectors, innovation sectors, and locally rooted economic activity. There is cross cutting support among all three sectors. Notably entrepreneurship can be supportive of the other two.

There was discussion regarding trends and data in terms of which sectors have the least amount of infrastructure but the highest ceiling. Eisenbeiser stated that these three sectors each play a specific and unique role. Beverly already has a strong location quotient. It is important to keep the industries that already have a rooted presence growing and evolving but entrepreneurship has a high upside.

Eisenbeiser explained that the strategies are organized into five groups in total. The first strategy group focuses on Beverly's productive economy. This includes the sectors, firms, and business conditions that drive job creation, attract private investment, and build tax based growth. This group combines advanced manufacturing support, bioscience support, business concierge functionality, incentive policy updates, and improvements to the permitting policy climate. These strategies are meant to make Beverly more competitive for firms and sectors that align well with the City's strengths.

The second group focuses on site readiness and economic resilience. The key idea is that future growth will be constrained unless Beverly deliberately prepares land, infrastructure, and employment areas for the next stage of investment. This group includes planning for energy and grid capacity, expanding flexible industrial and starter facilities, using partnerships to improve

91 site readiness, protecting and upgrading job centers, and improving access to industrial areas.
92 These items ensure that Beverly has the physical and infrastructure capacity to capture growth,
93 rather than risk losing it to other surrounding areas.
94

95 The third group is housing and workforce opportunity. It recognizes that the aims and goals of
96 economic development go beyond business growth and site readiness. One essential item for
97 economic development is whether people can live in the City and participate in the economy.
98 The unifying theme across this group is opportunity and household stability. It includes childcare
99 and workforce support, workforce housing, stronger career pathways. events to bridge funding
100 gaps for smaller businesses, and targeted measures to improve economic mobility. The strategies
101 are all connected by the simple premise that Beverly will be more competitive and more
102 inclusive, as more residents and workers have access to the opportunities that the local economy
103 is creating on a constant basis.
104

105 The fourth group focuses on the parts of Beverly that clearly define its identity and the economic
106 experience, including the downtown waterfront and key districts. The unifying theme is that
107 Beverly does not need to create a new identity, but has opportunities to sharpen, connect, and
108 strengthen the places that are present already. This group brings together waterfront business
109 growth, arts and visitor economy, waterfront to downtown linkages, storefront readiness and
110 business support, and infill and adaptive reuse to gather ideas designed to strengthen the district
111 vitality and improve the visitor and resident experience.
112

113 The fifth group focuses on who benefits from the growth and how the City is delivering results.
114 The unifying theme is broader participation, meaningful coordination, and effective
115 implementation. The strategies include inclusive opportunity access, talent pipeline coordination,
116 external branding, creating community feedback loops, and economic development roundtable.
117 This group focuses on the process needed to implement the strategies. To be effective, Beverly
118 needs measures that expand participation, improve transparency, and build trust that public plans
119 will lead to visible action over time.
120

121 Success under the strategy looks like more quality jobs at a broader industry mix and stronger
122 business retention information. Place success means investment-ready sites and stronger
123 downtown commercial districts. With regard to the community, success means more housing and
124 workforce stability, greater participation and opportunities, and more visible progress and
125 stronger trust.
126

127 There was discussion regarding how the arts, landscapers, tourism, etc. are included in the plan.
128 Eisenbeiser stated that these aspects are woven in and can be addressed throughout areas in the
129 plan.
130

131 Eisenbeiser reviewed the next steps. Moving forward, the set of strategies which has established
132 the direction will be finalized. This will then be translated into something that can be
133 implemented. Once the strategies are finalized, the consultant will continue to work with City
134 staff to create the Economic Development Action Plan. This will include tasks at a more detailed

level, including a prioritization of items and potential resources that will be required. This will then lead to more defined tasks and priorities, including timelines and implementation structures.

3. Future meeting agenda topics

The group discussed future agenda topics including an understanding of the housing network, school items, and other items.

4. Other items not known in advance of the posting of this agenda

None at this time.

5. Adjourn

The meeting was adjourned at 10:01am.