

**CITY OF BEVERLY
PUBLIC MEETING MINUTES**

BOARD OR COMMISSION: City of Beverly Economic and Community Development Council
DATE: June 25, 2026
LOCATION: Beverly City Hall, 191 Cabot Street, 3rd Floor, Conference Room A
MEMBERS PRESENT: Diantha Phothisan, Darlene Wynne (Ex-Officio), Zach Servideo, Dan Allon, Donna Musumeci, Jason Consalvo, Nathan Seavey, Christopher Wrenn, Chris Tatnall, Erin Schaeffer (Ex-Officio)
MEMBERS ABSENT: Mayor Cahill, James Muse, 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. May 28, 2026

Allon: Motion to approve the May 28, 2026, meeting minutes, as amended. Consalvo seconds. (10-0), the Council was unanimously in favor.

2. Election and vote Chair and Vice Chair

Consalvo: Motion to nominate Zach Servideo as Chair and Chris Wrenn as Vice Chair. Musumeci seconds. (10-0), the Council was unanimously in favor.

3. Economic Development Action Plan (EDAP)

a. Discussion of public communication tools to present EDAP

Schaeffer explained that the goal of this is to ensure that an internal brochure can be drafted for the Council and eventually the public potentially. The group reviewed a matrix. There are 85 actions that the consultants identified which are spread out across six buckets of business sectors. The group discussed how to prioritize all of these items and considered setting up a timeline from a project management perspective, Schaeffer noted that Servideo compiled detailed information related to each of the action items.

Servideo explained that the matrix does a good job of accounting for which partners exist to help take some of the demands off Schaeffer and Wynne. This will also help to identify gaps in which partners could be found to help. Immediate term items include things to be executed in 90 days. Near term items may require additional scope and materials. Midterm goals require scope and

staffing/funding. Certain long-term initiatives should be included in the brochure. The Council should determine which steps can be taken toward these items.

b. Strategizing priorities

The Council discussed the priorities.

There was discussion regarding larger employers in the City that include manufacturing uses but also have experience in other areas who could help guide and give advice to smaller businesses. Mentorship opportunities could be compiled in order to then triage issues as they arise. Various future partners in the community should be considered. Coaches to give factual information could be useful. Inviting people to a week-long symposium could be used to give information and identify people who are passionate and interested. This could create a community of community-builders or a gathering of gatherers.

Allon asked about a guiding metric that this is moving toward. Schaeffer explained that each action has specific metrics associated with the program. Allon stated that measurements of success will be important to determine.

The Council agreed to consider the six economic development goals for the City and determine which ones are measurable and could be further discussed. Some of the goals include grow and diversify jobs and industries; expand housing and livability; strengthen workforce talent and mobility; strengthen downtown and key districts; and improve competitiveness, business climate and site readiness. Ways to measure these items should be considered.

There was discussion regarding adding an action item regarding transit. There may be opportunities coming up through State funding.

4. Future meeting agenda topics

The Council discussed reviewing the list of items and using the next meeting to determine which items to move forward with.

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

None at this time.

6. Adjourn

The meeting was adjourned at 9:55 am.