

**CITY OF BEVERLY
PUBLIC MEETING MINUTES**

BOARD OR COMMISSION: City of Beverly Economic and Community Development Council
DATE: July 23, 2026
LOCATION: Beverly City Hall, 191 Cabot Street, 3rd Floor, Conference Room A
MEMBERS PRESENT: Diantha Phothisan, Darlene Wynne (Ex-Officio), Zach Servideo (Chair), Dan Allon, Donna Musumeci, Jason Consalvo, Nathan Seavey, Christopher Wrenn (Vice Chair), Kevin Grant, Erin Schaeffer (Ex-Officio)
MEMBERS ABSENT: Mayor Cahill, Chris Tatnall, James Muse, 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. June 25, 2026

Allon: Motion to approve the June 25, 2026, meeting minutes, as presented. Consalvo seconds. The Council was unanimously in favor.

2. Beverly Main Streets Update

There was discussion regarding the postponement of the block party which was planned. Schaeffer explained that there were some recent staff changes and it was determined that there was likely neither the staffing nor the funding available to host a block party at this time. There are holiday stroll and restaurant week events planned later this year. Beverly Main Streets has long been volunteer-run and continues to determine what their future obligations will be. There was a question as to whether Beverly Main Streets should be an ECDC priority. Schaeffer stated that there are some things that could lead to partnerships with other entities. There was discussion regarding how to make some of the events profitable in order to continue to run them into the future.

3. Travel and Tourism Committee Update

Schaeffer explained that there are regional agencies that work to bring people from outside Essex County into the area. A short-term itinerary could be worked on by the Committee regarding how to draw people into Beverly. Other communities have destination nonprofit organizations that work to bring people into their towns. Beverly has Beverly Main Streets which works on

some similar projects for the City as a volunteer tourism group. The Council discussed considering creative ways to get visitors to stay overnight in the City.

Schaffer stated that the Committee will continue to meet monthly and consider options for outreach.

4. Economic Development Action Plan (EDAP)

a. Discussion of public communication tools to present EDAP

Schaeffer stated that the EDAP was completed and is available on the City's website. There was discussion that the plan is very robust and could be made more accessible from a bystander level. Distribution of materials will continue to be pursued. The completion of the plan could be announced through a press release. Also, a presentation could be made to the City Council regarding the plan and its priorities. The consultants will put together an action matrix which will also be made available on the website.

b. Strategizing priorities

Wynne explained that the Beverly Shuttle and Council on Aging are working on a two-day per week shuttle run for some users. Some results of a recent survey showed that people may be using the shuttle to get to work. The hope is to use the survey data to explore potential future grant or other funding options for transit in the City. Recommendations could be made to the Mayor regarding other priority initiatives to consider. There was discussion regarding a parking initiative and working with the Tourism Committee on potential action items. Specific wayfinding for parking and other destinations around the City could also be considered. There was also discussion regarding how to make information on these topics more visible on the City website.

5. Future meeting agenda topics

The Council discussed brainstorming topics for the next meeting.

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

None at this time.

7. Adjourn

The meeting was adjourned at 9:57 am.