



**IDC Meeting Minutes**

**04/13/23**

**Attendees:** Christopher Jackson, David Martin, Julie Jones, Keith Wells, Chris McDermott

**Meeting Convened**

The meeting was called to order at 6:03 pm.

Motion: Chris Jackson  
Second: Julie Jones  
Vote: 4-0-0

**Acceptance of Minutes**

The minutes from the meeting on March 9, 2023 were discussed and approved.

Motion: David Martin  
Second: Julie Jones  
Vote: 3-0-1

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**Downtown**

**A. BETA Group, Inc. & TOD**

McDermott updated members regarding the Planning Board’s progress on this work project.

**B. Downtown Grants and Business Assistance**

McDermott stated that the House had approved and published its FY24 state budget and that Rep. Scanlon’s \$50,000 line item had been preserved by that Chamber. He and the Town Manager would now work with Senator Feeney’s Office to ensure this allocation was preserved moving forward.

**Discover Mansfield**

McDermott discussed the latest activity relative to choosemansfield.com and the Discover Mansfield social media suite. He informed the Commission that a landing page had recently been added to the “View Properties” page, which had previously simply connected to Loopnet.com. This landing page included a virtual flyer, advertising a set of key parcels within the Cabot Park. Penta Communications had also begun posting the semi-regular “Bringing Government to You” segment on Mansfield Cable Access and the “Blog” section and the Town’s newly launched monthly Newsletter to “In the News”.

Two podcasts had also recently been published. The first featured John Cogliano, chief executive of Blue Apple Bus, on their recently expanded shuttle service from Mansfield to Logan. The other included Jason Sandoval of the Xfinity Center regarding their summer lineup and seasonal employment opportunities.

**IDC Membership**

McDermott discussed the industries represented by current members and what other industries they might want to recruit from.

**Business Development & Outreach Updates**

McDermott updated the IDC on recent business development and outreach efforts.

**Key Partnerships**

McDermott informed members that the Mansfield Bio-Incubator had recently been awarded the Bronze Team Massachusetts Award for Southeastern Massachusetts from MassEcon. The state's spotlight issue of Site Selection Magazine, commissioned by MassEcon and featuring an advertisement placed by the Town, had also recently been published.

**Any Items Not Known 48 Hours In Advance**

No items raised.

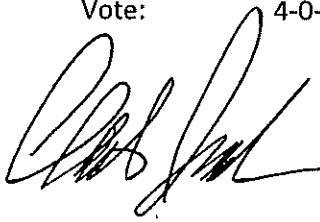
**Adjourn**

The Commission moved to adjourn at 6:52 pm.

Motion: Keith Wells

Second: Julie Jones

Vote: 4-0-0

Handwritten signatures of Keith Wells and Julie Jones, corresponding to the motion and second listed above.