

6/17/05

East Providence Waterfront Special Development District Commission

Minutes of April 18, 2005

Present: Patrick Rogers, Jay Gregory, Jacob Harpootian, John Lynch, Laura McNamara, John Pesce, Dr. Isadore Ramos, Jeanne Boyle, Attorney Robin Main.

1. Chairman's Opening Remarks

A. Governor's proposed two new appointments

Chairman Rogers informed the Commission that the Governor has appointed Bruce Chick and Michael Robinson from East Providence to serve on the Commission. He welcomed them and looks forward to working with them once confirmed. He welcomed them to attend the meetings also prior to their appointment by the Senate.

B. Stakeholders Public Meeting

Chairman Rogers informed the Board he had a meeting with Senator DaPonte late last year and he recommended that the Commission may want to hold a stakeholders meeting in the upcoming months because there has been a lot of activity in this Commission, and a lot of interest in both this community and statewide with the Waterfront Commission. There are many people that are affected such as homeowners, property owners and interested parties who may not fully understand what the Waterfront Commission does and its purpose. A stakeholder's public hearing would entail inviting the public to let them know about the process and entertain any questions they may have. He asks Director Boyle, over the coming weeks to talk with the Commission and find out when they could meet in the spring or the summer. He stated the Senators are an important source of funding for this commission and believes it is an excellent idea.

C. Discussion of Decorative Lighting for Waterfront District

Chairman Rogers states that Mr. Sluter is here tonight from Ross Commons. In regards to the decorative lighting of the project, he said Ms. Boyle and the Board have done a lot of research on the subject and there were preliminary plans that were approved by the Design Review Committee. He states he wants to make sure there is some unity and consistency with the lighting on through to Waterfront Drive that will connect all of these lights. Also there needs to be some longevity and we will need to get someone to maintain and support these lights going forward. Rosscommons wishes to proceed with the interior lighting of their project, which has already been approved by our subcommittee. We would like Rosscommons to proceed with their interior plans so that they can make their orders and begin their build-out, which is already underway, and move towards a subcommittee concept so that we can make sure that what we do is reflective of a unified Waterfront Commission.

Chairman Rogers asks if there are any thoughts on that subcommittee for lighting. Members of the Design Review Committee are spending a lot of time on design review, but we certainly want them to be part of that subcommittee. We will have a meeting on this and invite members of the Waterfront Commission who wish to be on that. We will be having some hearings on the subject of light and will go forward from there.

Regarding the Rossccommons plans, he asks Jay Gregory to report on the lighting that was discussed at the DRC meeting. Mr. Gregory reported that the Committee approved the Magniflood lighting for the interior. The DRC had given them an easement from the height restriction and we did not have a problem with them using aluminum inside the site. They had a problem when they went to order the product. The DRC had required cast iron for the street side and they were no longer available. The DRC thought that maybe we should go with the aluminum on the street because in the end the developers would be responsible for the maintenance anyway and if there was going to be a problem long-term, it would be Rossccommons problem. He said he doesn't have a problem with going back and revisiting the street side because the concept of having continuity is obviously a good concept. It would not be an imposition to Rossccommons to put off the street side allowing them to go onto their interior. It was the feeling of the Committee that this Magniflood light did meet the design criteria and it did look good on the property. We did talk about whether or not to bring it down the street further as to where it was going to go and there was some feeling that not all the projects are going to want to carry that historic theme that Rossccommons did. The lights we chose have the older feel of period lighting to them. I personally like this for the development, but it may not be best for the whole development and feel it is a good idea to have a subcommittee for lighting of the whole waterfront project.

Regarding the aluminum poles, Ms. Boyle spoke for Mr. Coutu who was not at the meeting and stated that after some discussions, Mr. Coutu agreed that if there were issues in terms of durability for the poles, it would be the responsibility of the developer. In every situation we won't have the ability to have the developer responsible for that such as Waterfront Drive which is a City street. Mr. Gregory states that as the Chair of the DRC, he does not have any problem with sending this to a subcommittee. Ms. Boyle states that if we create a subcommittee, it would be very helpful to get some input from a landscape architect or an engineering firm such as Gordon Archibald who is going to be under contract with us anyway. They may not have a landscape architect on staff, but there may be someone that they have worked with on other DOT projects. It is very specialized and it might be helpful to the DRC and subcommittee to have that kind of input.

Chairman Rogers asked if there were any other comments from the Commission. There were none.

Motion – Creation of a Subcommittee and ask Gordon Archibald if they could provide some expertise to that new subcommittee.

Mr. Sluter reported that he is going to have to get another manufacturer for the Magniflood light, which is similar to what was already approved. He is now in touch with a local manufacturer that they will present some different options. It will be a down-type of light as approved previously and Mr. Sluter states he would like to be back before the Commission again to present another lighting option. Ms. Boyle states that Ms. Capaldi, who is not in attendance tonight, has some expertise, given her background with RIDOT and she might be a good person to include in this process.

A motion was made and seconded by the Commission and voted unanimously to create a subcommittee of the DRC to deal with the lighting.

2. Approval of Minutes

A. Minutes of January 19, 2005

B. Minutes of January 19, 2005 Closed Session

A motion was made and seconded and the Commission unanimously approved the minutes of January 19, 2005 with the correction that Mr. Lynch was present at that meeting.

Motion – Closed Session Minutes.

On a motion by Mr. Gregory seconded by Mr. Harpootian the Commission voted unanimously to keep the minutes of the closed session of the January 19, 2005 meeting closed.

C. Minutes of March 21, 2005 (to be submitted)

Ms. Boyle explained that she had a problem with the recorder at this meeting and that is why the minutes of March 21 were not available as yet. She will reconstruct it from her notes.

The Board voted to invest in a new tape machine and get a digital recorder for the Commission's meetings not to exceed \$300.00.

Ms. Boyle suggests that the Commission take a separate vote on the closed session minutes of January 19, 2005. The Chair agreed.

3. New Business

A. Interviews – Marketing Services

1. Newberry Public Relations – Elizabeth Galligan
2. Trainor, Wendell, Iamele – Michael Trainor
3. Advertising Ventures – Courtney Guertin

Chairman Rogers noted that there are three candidates here for their interviews for marketing services.

He explained that these presentations are in response to a Request for Proposals that was advertised in the Providence Journal. We received proposals from these three companies and have asked them to make a brief presentation to the Commission. This is a similar process that we have used in the past for our traffic, legal, and architectural hiring.

Newberry Public Relations Interview

At this time Elizabeth Galligan from Newberry presented. The Commission welcomed her and asked that she give a brief presentation. After that there will be a question and answer period. Ms. Galligan introduced herself and explained that her company is located in the Rumford section of East Providence. The company was founded in 1997 by her.

Ms. Galligan states her background is in public relations from the Public Relations Society of America which represents about 20,000 professionals in the area of public relations practice throughout the United States. Because her background is in public relations, she states that it does involve marketing as well. She subscribes to a code of ethics that the Public Relations Society of America and all of our business are conducted in a very ethical manner. She said "Making It Happen" is our tag line and that was actually coined by one of her clients, Gates, Leighton and Associates. She described how they get a tag line for each company.

Ms. Galligan states they have a lot of long-term clients. She has worked in the field since 1986. Another one of her clients is Blount Marina in Warren. We serve not only East Providence, but all of Rhode Island, Massachusetts, Connecticut and three clients in New York. We believe in servicing the accounts first hand and like to stay close by for our clients so as not to lose time in travel. We have currently been hired to do the City's Annual Report and am real excited about that. We have also done some work for Mr. Fazioli for the New England States Government Finance Association in postcard form. Ms. Galligan also stated that her company does marketing public relations, advertising and strategic planning.

At this time, she introduces her team. Cheryl Martin, Production Coordinator is a 20-year veteran of the field specifically in the trafficking and production of jobs. She explained the process of when your job comes in, it is assigned a number and then she tracks all the way from the concept to the actual time it is delivered to the client. She has worked for different companies. She introduced, Jason Burns, account coordinator for financial services and currently a journalist with the Attleboro Sun Chronicle, and also introduced Carol Newberry, who is the Vice President. Carol does production, account coordination, and filling in for Ms. Galligan etc. She is now responsible for the administration and operational aspects of the agency such as billing, finance, human resources etc.

Regarding the Commission's request for the company to develop a logo and tag line, to establish an identity for the Waterfront Commission, she presented some examples and ideas of logos that she has done for other clients.

Regarding the pricing on the logo, she said most of the time logos go for more money than what we are charging. Usually it is about \$3,500 for a logo. We discounted the price on the logo for the Commission because we feel the logo is going to be used on a lot of different things for the Waterfront Commission, such as letterhead, printed materials, signs and the website etc. Secondly we felt if we invested in a logo on our end, we thought that we could also get the visibility from that. We see the logos through copyright and trademark. We use a firm in Providence and they do a lot of work for Hasbro and other clients.

Regarding the development of a multi-page brochure and pocket folder for targeting specific recipients, she suggested a pocket folder and explained the folder they did for a South Providence Development Corporation and Grace Church. It is a cemetery in Providence that is being restored. This is a brochure that goes inside this pocket and showed the Board the design of it that can be two pieces that you can interchange. She described another pocket folder with the two pockets with a brochure.

Regarding the low-cost mailer, we did a newsletter type style with two colors in a journalistic format with much information included in it. It can help you get across information that you cannot get across in just a brochure. It can be a self-mailer or stand-alone piece. The other one is a traditional brochure or flyer and described the different two colors that can be used.

Regarding the creation of a web page, she distributed some of the website pages they have done and noted that the Commission's web page which will be a link off of the City's website should have the same look branding for the Waterfront Commission. The web page should follow in terms of the logo, the use of font, photos, color etc. for branding the site. A lot of people will go to the web site first and then they will request the brochure or folder.

Regarding advertising strategies, Ms. Galligan noted that her firm is a full service marketing firm including advertising, marketing, general communication, crisis communication, which we are doing a lot with our clients right now. We can sit down with you and advise you on any of those areas and welcomed the Commission to call any of her clients.

She put together an estimated budget of three hours per month. That would be in addition to any of the things that we would be working on. Say two 1 1/2 hour meetings. And if you need us to come also to any special meetings that the Commission has we can do that to. If you want to do more or less hours that would agreeable and they are available. 3 hours would represent 1 1/2 hour meeting or 1 one hour meeting, but also some phone consultation, emails and it took a lot of thinking and strategy etc. we would

just put a budget together of that. We would base that on our \$100.00 higher level of hourly rate.

At this time the presentation concluded and Chairman Rogers thanked Ms. Galligan and asked the Commission for any questions they may have.

Mr. Gregory asks how she would associate her company name with the Waterfront Commission. She answered they would not do that in a public way because they do not advertise who their clients are. We would just ask the Waterfront Commission to give our name if someone were to ask the Commission who did the logo.

Mr. Lynch asks if Newberry is working on anything right now. Ms. Galligan answered that she just got two new clients last week; one is a law firm and another one is a human resources hiring type of firm. Also we are working with Francis Farm in Rehoboth to brand them as a destination spot for group tour business. She states some of the clients she has are small and some are large. Some are project clients and others are clients that we continually do work for and they welcome the additional work.

Mr. Gregory asked who would be responsible for developing the copy for the newsletter and would you be asking the Commission to supply bulleted points and then develop the copy from there? She states she is very experienced and would put the bulleted items in paragraph form. We are writers by trade and would have no problem in turning the items into an article. She stated the company does an editorial planning meeting where we lay out newsletters and brainstorm then work with a small committee to put these ideas into articles. We do press releases, conferences, one on one interviews noted that they have been doing public relations for a long time in a very professional way.

Chairman Rogers asks Ms. Galligan what she would recommend that the Commission tackle first. What would your priority recommendation be? Would it be the website, the logo? She answered the first one would be the logo because the logo is going to be the identity that will be the springboard for every other project and will be the most meaningful one. It is the face that you are putting on the commission. Second one would be the web page. Before they get a brochure, they would search the web page. Simultaneously you should be thinking about the brochure and what format you would be using and get that translated into the collateral materials as soon as you can.

Mr. Rogers said in looking at the chart regarding the website template and link and the prices being five times or ten times more, what would account for that? Would it be related to someone coming in and creating an entire website from a whole cloth as opposed to as what you described as a link to the EP website? Ms. Galligan said in the RFP we thought the Commission was looking for a template page that would link off the City's website and that's what we were quoting on.

Chairman Rogers asks what the process is for the logo. She said it would include brainstorming sessions with the logo development and discussions on who the

Commission's clientele is. You would want to go over the colors for the logo preferable to have just a two color logo rather than a 4-color logo because everything you print would have to be four color. She gave some examples of logos and suggested the Commission think of where they want it to be used, such as ads, can it work in black and white etc. These are all things that can be brought to the table as far as the strategy.

Chairman Rogers thanked Ms. Galligan for her presentation.

Trainor, Wendell, Iamele Interview

At this time, Mr. Michel Trainor of Trainor, Wendell, Iamele gave the next presentation and introduced his team of Donna Montequila and John Goodman, of the Public Relations unit. They are an East Providence based agency and with Ms. Boyle's help secured an economic development loan to assist in the purchase of a rehab property at 1018 Waterman Avenue. We are fully invested and partnered with the City and are very interested in pursuing this opportunity.

There are 20 people employed at Trainor and we are a full service firm in that we have all the people on staff from market research to advertising and public relations. Our approach to this project is to put forth a series of steps, one of which has a budget assigned to it that would lead the Commission through a process of properly positioning this project to the key audiences. We develop grand and positioning strategies. It is also about stimulating investment into the City of East Providence from the private sector. Understanding what the clients needs are about this project. We have four distinct lines items of our proposal. The first was is positioning and brand development of up to and including the development of a suitable graphic logo and identifier for the project. Then we would take our resources and develop a modular multi-purpose tool that can project the overall project out in a very compelling way to the developers who have an interest in the project. We are available to the Commission in providing some basic public relations counsel. John Goodman, former press secretary to the late Senator John Chaffee heads up our unit here in Rhode Island and is very deep in public policy. He would be involved as a project manager and available to the Commission. We would be working with the Commission and staff to fully understand the vision that you have for the Waterfront project. We have a process and will take all the information and distill it down into a meaningful brief to create something that will be compelling graphically and effective in terms of a content aspect. Also something that will be affordable to the City.

He showed a before and after picture for a company they did logo work for named Pub House Capital. This firm is a turn-around consulting firm for golf clubs. They developed a compelling look that would support a high level of consulting fees that this company wanted. The brand identity is very important. It needs to show what East Providence has to offer.

He states he will research the Commission's logo to make sure it works on every application needed. The next piece that we are proposing is the brochure to showcase the whole development. It is a high level piece and very visual. He distributed some brochures at this time to show the Commission some examples and explained how they take a drawing and bring it to life. Our company will create a sense of confidence and level of excitement around this project. You are looking for private sector investors and all these things must come through. We will create excitement which will be a high visual graphic appeal and will create a brochure with a customized pocket in the back so that it is a tool for the developers also to resell. One of the ideas we have is that we will print them as a brochure but overprint the cover so that you will have a folder also for your needs. We are also offering working with the Commission and to translate it's vision to the brochure. We counsel our clients to think as to what exactly they want and to develop that into as many pieces as possible. Everything is developed by a strategy. We do our work upfront, learn about the project and develop the right tools for them. He showed them a tool that was developed for the Cape Cod Health Care facility that would go to Doctors. There will be different levels. A residential developer may need something a little different from a recreational developer. On the website we would develop a template of everything else that is out there from the brochure to the website. Knowing the budget was a concern for the Commission we stopped there, but if there is an interest in doing something such as a 3-D animation of the vision of the project; a CD ROM, we would be able to get that together with our division.

Chairman Rogers asks where where the Commission should begin? The sequence should be fact finding, meet with the Commission and getting all the information in respect to the context that the Commission has on the project. We will reach out to the developers and do secondary research on our own. We would then frame a platform strategy statement. It is taking the vision and translating that vision into a marketing strategy that clearly positions in terms of its benefits for those who are going to be investing in it. Once we are there, we will product a set of sketches with suggestions for a look and a positioning line. From there the rest of the project will begin the actual copy development on the various parts of the fees that we are recommending. It could take from start to finish about 60 to 90 days. We would definitely come up with a name to call the project that will create some excitement and convey the vision.

Chairman Rogers asks if the budget they have submitted here tonight is one that they feel comfortable with after knowing what the Commission needs. Is it realistic budget? They state that they are expressing a budget threshold here that is the minimum amount of money to get you one very good piece that is backed by a property identity in a graphic template. Within this budget, we are focusing on one key piece. We have not covered other opportunities such as public relations etc. that we have not covered in this budget not knowing what the resources are on the Commission's end. You will end up with a high-level piece. He stated we very much like this project and are very motivated to work hard in servicing the commission. The project will be staffed with an account principal; someone who is the planner and strategist for the team. The project manager would be John Goodman and the creative team would be headed up by lamele. John will have one person assigned to him at a lower level to move the project

along. I would craft the strategy. John would manage the process from start to finish with the help of lower mechanic personnel. There are copywriters on staff also.

Ms. Boyle asked about their presentation where they mentioned about creating a tool that is useful by the developers themselves and is it something they foresee cost sharing in terms of production? He answered yes, that was the idea because looking at the whole project we want to give you the best tool. If I develop this tool and leave it so that is customized, the developers can share some of the costs. The better job we do, the developers will also share in it.

Chairman Rogers thanked Trainor, Wendell and Iemele and asked if there were any other questions. There were none.

Advertising Ventures Interview

Chairman Rogers states that Advertising Ventures is the third of three presenters and asked them to do their presentation.

Mr. Stephen DeRosa, President and CCO and Strategy Officer at Advertising Ventures Inc. states that he started Advertising Ventures in 1989 in Boston. He moved to Providence to be closer to his family. Some of our clients are in Chicago. I am currently building a house in Bridghamshire. We attract not only people from Rhode Island, but everywhere and we will demonstrate this to the Commission tonight.

At this time, they gave their power point presentation. He introduced his staff to the Commission, Mary Sadlier. She stated she has been with Advertising Ventures for five years and is in public relations and the strategic services group and has dealt with a lot of construction projects. When you have large scale construction projects we like to keep people informed and have constant communications with the community as well as legislative stakeholders etc. She has worked in Washington and has done a lot of national work as well as local scale. Some of her clients entail CVS, Hasbro, real estate groups in Cumberland, and the Bailey Street Walk project in Pawtucket. We have a lot of expertise in promoting what is going on in the community from a redevelopment point of view. We have relationships with a lot of companies in Rhode Island and there may be vendors that may be interested in coming into this area. An example that does business with a Rhode Island based Fortune 500 company is Parago. Parago makes store brand products such as Tide. They let CVS put it in CVS boxes and it is a win win for everyone.

Andrea Reed, Director of Marketing at Advertising Adventures introduced herself and explained she has been with this firm for five months. She owned her own company five years before and stated her strengths and key role lies in strategic marketing planning, media planning as well as budget planning and having good communication with the client. There are no surprises.

Some facts about Advertising Ventures are that we were an Inc. 500 company two years in a row. Just being around world-type companies we have a good sense of the types of companies that would be worthwhile to have on the waterfront in terms of hard-charging, young companies looking for a great opportunity for real estate deals and have some great growth. We want to help you find some of these companies.

Ms. Reed states that the company holds about 25 team members. We work with big clients such as CVS or Hasbro, but are very good at working on very small focused projects. Not every budget is big budget and we diversify ourselves and have a lot of depth with the employees that work within the company so that we can take on a variety of projects and a host of activities from retail to manufacturing. We identify teams that are right for the client. The Connecticut Center for Science and exploration is a good example of what we have worked on. They are located in downtown Hartford and are going to building a science museum. Marriott is one of the other leads of the project. We have been working with them on their branding web site development. They built a football stadium on the water which will only be used 10 or 12 times a year. They built a Marriott and a convention center will be going in there. the museum was triggered by a study that was conducted statewide three years ago and what they found was that only 2500 students graduating were graduating with science degrees so they decided to build a museum and asked us to create a website online for them to help promote it. This was a great opportunity and we learn from the different industries we take on which keeps us fresh.

They said they are content being in the jewelry district of Providence, but Providence can be a very limiting place and would have no problem moving to East Providence. Some employees have to pay \$150.00 a month for parking depending on how far they want to walk to work, so what the Commission is offering to business owners like myself is to be in a well-run city, and this is what developers will be looking for when they come into East Providence. We have everything in-house so if we need to do a video, we have producers, directors, and video equipment. If you need a website or link to the City of East Providence, we have web programmers and designers and can do everything in-house. Ms. Reed showed the Commission different varieties of different types of logos. She gave different examples of advertising such as the Crowne Plaza in Warwick and hosted a advertising CD ROM tour that they used to target different markets across the United States for companies that couldn't come here.

They did a site that is reflective of Federal Hill in Providence. One of the businesses on Federal Hill, Venda Ravioli is now getting orders from across the country. And we like to help the businesses explore new opportunities that they may not ever think of doing before.

Regarding public relations and media experience we have done it all. They have done a host of trade publications, such as the Providence Business News, Providence Journal etc. and have a great relationship with all three of the networks, plus FOX which

is part of the Channel 12 newsroom locally. We have also worked and pitched stories to the Today Show and Good Morning America. Our philosophy is making it easy for a reporter to tell your story, you must package it well and you give them what they need to do their job and they will give you what they need to do your job.

Mr. DeRosa started thinking about a nice easy way of summarizing your mission so everyone can grasp onto to it whether it is an East Providence resident or a business owner in another part of the United States. We started playing with a couple of taglines. One is "Waterfront Revitalized – City Reborn". Not many cities out there have the opportunity we have before us to reclaim 350 acres of prime waterfront property and make it a very beautiful vibrant mixed-use community for us all. Another tagline is "A City With Open Shores – A Government with Open Doors". What I love about this commission is that you are very real and very workable.

Ms. Reed mentioned Aspen Aerogels and how they really appreciated the fact that the City could get them through the approval process so fast. We can use this to entice the next person to come into East Providence.

Target Business Owners

Mr. DeRosa said another campaign slogan could be "Orange Sunsets With No Red Tape" You will see some beautiful skies at sunset here and if you think the waterfront is inspiring, wait to you see the business incentives. Remember that we do all this under one roof. He went through some more examples of slogans for the waterfront.

Summary

Mr. DeRosa states that his company has a lot of expertise and a perspective of living in East Providence and has a lot of passion for living in East Providence. I never forget how great it is to live here. Our company is good people and we have had our clients for a long time. We have also served on commissions like this and know how hard your job is going to be. We just want to solve problems and make people happy.

Chairman Rogers thanked Mr. DeRosa and his firm and asks at this time if there are any comments or questions from the Commission.

Mr. Gregory asks how many hours are you figuring on a monthly basis to command a \$1,500 monthly fee in regard to Task #5 "Advise Commission"? Ms. Reed answered about 10 to 15 hours per month. Could that be done on an as-needed basis vs. a set fee? She answered yes would be open to that.

Chairman Rogers asked about a web site template would entail? Would this be an entire stand-alone website? Mr. DeRosa said it comes down to the messaging right now. The commission has a big story to tell so you might need a mini-site or micro-site where you have three or four pages and the rest of the information can be housed on the East Providence City site. It must link smoothly for business owners. You can expand it later as a comprehensive site. You want to make sure that if your going to sell to people it is important to make the message very clear. Mr. DeRosa said that we

priced it a little higher because when you look at the current East Providence site, we know a lot of work has gone into it, but I don't think there have been a lot of financial resources that have been put into that site, so there will be some skeletons that we'll have to remove. We want to give you a site that you can be proud of and that will do its job as a marketing tool.

Chairman Rogers asks how they will staff a project like this? Mr. DeRosa states that everyone gets a team. Mary Sadlier and I will be heading this up. He explained that they get a core team of 3 or 4 people and one person that you can reach all hours of the day. You don't need to pay for our top designer when we are talking Public Relations strategy.

Chairman Rogers asks how he would begin the process.

Mr. DeRosa said that they have a human factors engineer on staff. She will find out your number one goals and critical needs first, get the commission's vision and then we can turn that into a vision for the commission and the City. Ms. Reed said they will meet up front with all the key stakeholders and get the plan down and once that happens, it can hit the ground running. We will be meeting with Jeanne Boyle, map it all out on the board and get back to the Commission with a solid action. We will review it every few months and review it annually to make sure we are going in the right direction.

There were no other questions by the Commission.

Mr. Rogers and the Commission thanked Advertising Ventures for their presentation.

At this time, Chairman Rogers asks each Commissioner their comments.

Mr. Gregory said he felt that Advertising Ventures was head and shoulders above the rest. They have a lot of high energy and price wise they are not significantly more than Trainor, Wendell, and Iemele. He was impressed that they came up with more ideas in their presentation. Regarding Newberry, he said their website price seemed a little too low to get much accomplished.

Dr. Ramos said he was very impressed with Advertising Ventures PowerPoint presentation, their experience, and the design they displayed of the waterfront. They were very creative and showed a lot of creativity. He didn't think Newberry was good as far as the production.

John Lynch also agreed that Advertising Ventures was the company to go with and were the superior company.

Jay Gregory, states that from the three, Advertising Ventures was the only one that did their homework. Their workmanship was excellent and they went out and actually developed a plan for us and took the time to take pictures of the waterfront and incorporated them into their PowerPoint presentation. They built a tagline for us and did a lot of brainstorming. He said he was not overly impressed by Trainor, Wendell,

lemele, but said their presentation was good and I liked their actual work on the folders and brochures that they showed us were very well done and professional, but felt Advertising Ventures provided a better presentation which is vital to the Commission. There is a question of price, but as we did with the Legal and Traffic Engineering firms we can tighten up our needs financially and review the billing in line with the first presentation.

Mr. Harpootian states he feels that Advertising Ventures had more resources than Trainor. I liked Trainor's presentation and was sympathetic to Newberry because they are a young firm. They were enthusiastic. Whether or not they have the depth to do what we want them to do is questionable. Advertising Ventures have the resources, they did their homework and are very impressive.

Ms. McNamara states she feels so conflicted because all three parties are members of the Chamber of Commerce. I have known Steve for years and they are all good firms. Attorney Robin Main states she has a recusal form for Laura McNamara to fill out and be sent to the Ethics Commission and asks that she give Jeanne a copy of it. She informed the Commission that the Ethics Commission's financial statements are due on April 29, 2005. Please get them in on time. They must be notarized and you must keep a copy with the notary on it. She said she served on the Ethics Commission for five years and what has happened over the past two years is that Operation Clean Government and to a certain degree, the Commission itself will start to go through the files starting on May 1 and find out who did not file, send out letters, and start assessing small penalties. If you don't respond then, the penalties get larger. She said to call her if they have any questions about the questionnaire about any conflicts and financial transactions that you may have. She said that she would send the packet to Ms. Boyle and she can forward them on. She also said she would give the Commission the phone number.

Chairman Rogers states that there is a consensus emerging for Advertising Ventures to which he agrees. He noted they talked about presenting other opportunities to the Commission which he did not hear from the other firms. They have contacts and they can refer people to the Commission and they can apply what they have learned to this Commission. They went beyond just the assignment and thought beyond it. It wasn't just the Commission paying them to do a job.

There was no further discussion.

Motion

On a motion by Mr. Ramos seconded by Mr. Harpootian the Commission voted unanimously to hire Advertising Ventures as their marketing representative.

Roll Call Vote

Mr. Harpootian Aye

Ms. McNamara	Aye
Dr. Ramos	Aye
Mr. Lynch	Aye
Mr. Pesce	Aye
Mr. Gregory	Aye
Chairman Rogers	Aye

4. Continued Business

5. Miscellaneous Other Business

A. Ms. Boyle informed the Board that she got a request from Mr. Geisser who has a business on Dexter Road wants to construct a directional sign to Dexter Road. It is not within the Waterfront District, but is directing people to the Dexter Road area. Businesses would be able to put their names up on the sign, but they would be paying a fee to Mr. Geisser. He wants to have a waterfront tagline on this sign. Even though this is not within the Waterfront District, is this something that the Waterfront Commission would like to have some input in? He will also need permission from the DOT since it is located on a traffic island on the corner of Massasoit Avenue across the street from Dexter Road. They have to following the Zoning requirements as far as building permit.

Dr. Ramos said as long as the City's Zoning Officer and Planning Director and we want to share our waterfront title, we should discuss that. Chairman Rogers states that this applicant is willing to subject the process to the Commission. Since the sign is directing people to service a business maybe that is different and asks the Board for their comments.

Ms. Main states she does not think it should fall under the Design Review Committee or the Waterfront Commission. Outside the meeting session will be fine and to find out what the other projects are doing, but as far as taking our time to review his sign, that is not our area. If he sounds agreeable to work with us that is fine, but we should not grant him permission to give him suggestions in an informal way by attending our meetings or committee sessions.

Mr. Gregory states if it is regard to our waterfront, then maybe we should take the time to review it and incorporate it as we see fit.

Ms. Boyle notes that Mr. Geisser not looking to license. He is just trying to capitalize on the fact that it is in the waterfront district. Dexter Road right now has no identity other than a street sign. What we don't want is some haphazard signage. The DOT is not necessarily going to be mindful of that. They're just going to look at the leasing. We don't want to spend a lot of time on it, but what to make sure that we have consistency. The firm that the Commission decides to hire for marketing must give us something that is consistent with the design.

Chairman Rogers agreed. It should have some consistency and not just any old sign
The Commission will be spending money for marketing and the signs should be

consistent. He asks that Mr. Geisser attend the next meeting in May and speak to the Commission. Mr. Rogers states that if someone wants to use us in a voluntarily way, and wants to leverage off some of the work that we are doing, it might have a benefit to the Commission.

Dr. Ramos feels conflicted as he understands there needs to be continuity, but if it is not within the Commission's jurisdiction, that could pose a problem. It is a sign that Mr. Geisser is going to charge businesses to and do we really want to be a part of that?

Ms. Boyle will invite Mr. Geisser to the next meeting.

6. Staff Report

A. Discussion of permitting fee cap.

Chairman Rogers states the Commission received money last year from the General Assembly and it is unclear if we are going to get money this year. We have instituted a fee policy for applicants to help defray the costs of business and a cap has been instituted that regardless of the size of the project to which a developer pays, no more than \$50,000. Mr. Rogers asks the Commission to entertain a motion to lift the cap since a lot of the projects coming in are bigger projects and there will be bigger expenses. The size of the project would be by percentage. If it gets bigger the fee would go higher. The Commission agreed to lift the cap.

Dr. Ramos states he is on the Rhode Island Housing Board which is a self-supporting board and all these contractors are charged a percentage of what the project is. He said he would get some information on this and does agree with taking the cap off.

Mr. Gregory states he does not believe in having a cap. A lot of the projects are very time consuming and there should be a better return.

Mr. Harpootian agrees that we need to have operating funds so that we can attain legal experts, consultants, etc. and have the funds to do it.

Ms. Boyle states it is based on the percentage of whatever the value of the project is. It would be for the large-scale developments where it would be adjusted. She said that there are developers that are already in the pipeline but who have not submitted plans yet may not like the idea of the Commission lifting the cap since they feel they have invested themselves under the old procedures. If that happens, she will refer them to the Commission. Ms. Main states she would be happy to field those phone calls.

Dr. Ramos states that the Commission should not change the fees in mid-stream with the applicants that have already started the process, but would be for lifting the cap on any new developments. Ms. Boyle stated that Tockwotton has already submitted their \$50,000 check which was deposited. No one else right now has a pending application, but that there is a development coming up and she will inform them about not having a cap.

Motion – Lifting of Fee Cap

On a motion by Mr. Gregory seconded by Dr. Ramos, the Commission voted to lift the cap on application fees for any projects coming forward.

Ms. Main states that the other agencies that charge these sliding fees and do not have a cap, do have much more of a base with legal counsel; sometimes other planners involved etc.. Another question for these developers will be is do they then pay legal fees or Gordon Archibald fees and others as well as the permitting fee? Chairman Rogers states the current answer before we answer this would be yes. That is unchanged. The only thing we are doing here is lifting the cap.

That is sort of the operational cost if you are required to get a traffic study, that would continue to be unchanged.

Ms. McNamara asked what the extra \$100,000 is covering? Mr. Rogers answers that that is to fund the operation of the Commission such as copying costs for brochures by Advertising Adventures and our summer planning intern, legal counsel for the Commission; whatever the expenses may arise for the Commission.

7. Communications

On a motion by Mr. Lynch seconded by Mr. Pesce the Board voted unanimously to accept the communications listed below and make them part of the Commission's official record.

A. Copies of two letters dated March 14, 2005 from Governor Donald L. Carcieri to the Honorable Senate appointing Michael P. Robinson and Bruce Chick of East Providence to the Waterfront Commission

B. Copy of Design Review Committee Minutes of March 9, 2005

C. Copy of Certificate of Zoning for 213 Valley Street

D. Copy of memo dated 3/15/2005 from the DRC Committee to the Hearing Panel Re: "Advisory Recommendation of the DRC Committee, Applicant: Aspen Aerogel Inc. request for a conditional use permit to allow the open storage of materials

8. Adjournment

The meeting adjourned at 9:18 p.m.

