



Approved
Salem State University Assistance Corporation & North Shore Alliance
Joint Board of Directors Meeting Minutes
May 10, 2016

Present: Beth Debski, Michael Harrington, Bill Howard, Pavel Menn, Joe Riley, Mary Sarris, Helen Corbett, Patrick Delulis, Mayor Kim Driscoll, Lynn Duncan, George Ellison, Gordon Hall, Claude Lancome, President Pat Meservey, Rinus Oosthoek, Jocelyn Snell, Mike Wheeler **Absent:** Mayor Edward Bettencourt, Mayor Michael Cahill, Brian Cranney, President Pat Gentile, Annie Harris
Guests: Laura Swanson, Elizabeth Haran, Donna Kelleher

The meeting was jointly called to order by SSUAC Board Chairman Gordon Hall and Alliance Board Chair Pat Meservey at 8:09am.

Board Chairs Hall and Meservey stated the purpose of the meeting was to bring both Boards together to see if there are ways the two organizations can more closely align their work and efforts.

Swanson provided Board members with overview of the work each organization. Swanson reported the Enterprise Center offers 70+ workshops annual, offers 7 CEO Groups, annual Million Dollar Women Symposium and the North of Boston Business Plan Competition now in its eleventh year. Swanson stated the focus for the Enterprise Center in the upcoming year is to create a "One Stop" Business Center identity for the Enterprise Center since there are five business resource organizations located in the Enterprise Center building - the Enterprise Center, North Shore Alliance, Small Business Development Center, Massachusetts Office of Business Development and Salem State's Non-Credit Professional Education Department.

Swanson reported the Alliance completed a North Shore Investment Snapshot, produces weekly Regional Newsletters, submitted a letter of support to expand lanes on Route 1 which was signed by 24 Alliance Communities, host quarterly meetings with Planners and Economic Development directors to identify regional collaborative opportunities and best practices, hosts a yearlong Policymaker's Series, works on transportation issues, participating in an eighteen month "Future of Work on the North Shore" research project and will exhibit a booth at the International Council of Shopping Centers New England Conference & Deal Making in July to promote the North Shore region to retail businesses.

Board discussion then focused on how the North Shore Alliance and Enterprise Center could work together. There was an overall agreement that there are definite areas of collaborative opportunities, especially in the areas of advocacy, proactive business recruitment to the North Shore, transportation, reduced redundancy and the workforce make-up and needs of the businesses on the North Shore.

All board members agreed to create a subcommittee made up of representatives of each organization to come up with a formalized plan to more closely align work of both organizations and report back to the respective Boards. Alliance Board representatives are Pat Meservey, Beth Debski, Pavel Menn and Bill Howard. Enterprise Center representatives are Gordon Hall, Helen Corbett and Claude Lancome.

A motion to adjourn was made by Beth Debski and seconded by Claude Lancome. Meeting adjourned at 9:58am.