

Most of the recommendations were to Phase I. In Phase II of the Gibbs Report, she stated, the city is to continue to work with the vacancies. The residents of the city have asked for various stores, such as the Gap, Kids Gap, Tellos, more bookstores and more restaurants that serve American food. A plus-size store has been requested and hopefully this type of store will be coming to the square.

Councillor Simmons asked how does the city bring in businesses.

Ms. Johnson responded that large chain stores may go to a broker, Some businesses go to Community Development or to property owners directly.

Councillor Simmons asked if it was easier to get franchise stores as opposed to petite sized stores. Small boutique style stores are being driven out, she said. Ms. Johnson stated that rents are an issue. Smaller stores might not be able to afford the rents. She stated that she would like to develop an economic plan for Cambridge that would address keeping small stores in the city. Ms. Madden informed the committee that Central Square does deter large chain stores because of the small store plates. The store plates are small and narrow.

Vice Mayor Davis stated that the issue is not franchise. The issue is can people shop in the square. Small boutiques need people to shop in them. The loss of Woolworth's, she said, was huge. The Gibbs Report discussed developing more small spaces to attract shoppers. The city failed with the Holmes Project because there are no small shops but rather houses another bank.

Ms. Johnson stated that consumers are looking for appeal and quality. Community Development has developed a program called Best Retail Practice Program. In this program staff from Community Development work with consultants and storeowners to make their establishment appealing to the consumer. The Central Square Study is about business owners and what they are willing to do, said Vice Mayor Davis. She further stated that the owners of the Gap building are aggressive marketers and the Holmes Block has been in the family for 140 years.

Councillor Simmons stated that she wants Central Square to be a little different than it now is.

Vice Mayor Davis suggested inviting business owners to a meeting of this committee.

Ms. Johnson stated that economics dictates who comes to Central Square. She is looking forward to a time when she can come to the City Council and present an economic plan for the entire city.

Ms. Stuardi asked if any special outreach was done on who lives in Central Square to help to cater to businesses. Ms. Madden responded that surveys were done by residents, students, and people who have dealing in the square.

Vice Mayor Davis stated that Central Square is a work in progress. She supported the city having more active participation. The BID is the vehicle that everyone has a hand in; it must be voted on by the City Council.

Councillor Simmons asked what is the BID. Ms. Glazer responded a BID is a defined area. Businesses in the BID area agree to tax themselves and the funds are kept separate to do marketing and outreach in a coordinated way. Sometimes a business manager is hired to do marketing and events planning for the BID. The BID requires 60% of the businesses to join. Ms. Madden stated that cleanliness and safety issues are reasons for a BID.

Councillor Simmons asked what area includes Central Square. Ms. Madden responded from University Park to City Hall. Councillor Simmons asked what side streets are included. Ms. Madden stated Western Avenue, River Street, Prospect Street, and Columbia Street to Harvard Street. Councillor Simmons stated it is important to know the boundaries. Small business owned by women and persons of color are outside the outskirts, she said. Ms. Madden stated that there are 12 low-to-moderate participants in the HUD grant program, all but one participant is a person of color and/or women.

Councillor Simmons asked if 60% of businesses join the BID and the businesses come to the City Council what happens next. Ms. Johnson replied the businesses provide a plan. Vice Mayor Davis stated that the plan allows the businesses to be taxed.

Councillor Simmons stated that she supports a long-range economic plan. Ms. Johnson stated that she wants to develop a plan for small businesses so that these businesses can support themselves. A lot of work needs to be done, she said.

The committee now proceeded to discuss the workforce report. Councillor Simmons asked where is the city on the workforce report. Vice Mayor Davis, Chair of this committee in the last term, gave an overview. There is a need to strengthen the link between the jobs and the workforce. The Committee wanted to keep this issue moving and decided on a connection between the school and the connection-to-work. The missing piece is the school department. The workforce report was referred to the City Manager and the Human Services Department in December 2000. Vice Mayor Davis stated her intern, Kenny Donnell, has worked with the School Department, Mr. Spofford, Director of Rindge School Technical Arts Program (RSTA) and the Economic Development Department. Ms. Donnell stated that Mr. Spofford wants a series of meetings with agencies. He has concern with overlap. A small meeting will be held with eight agencies in April to talk about what works and what does not work. This information will be brought to a larger group. Vice Mayor Davis stated that agencies need to work together and to share common goals. Ms. Farnum stated that there have been stops and starts with this initiative in the school. A meeting was held on how to

move forward. A conference was held with the Superintendent of schools and she wants Ms. Spofford to be the point person on this issue. The agency summit is the next stop.

Ms. Johnson asked what is done to help adults get jobs. Councillor Simmons asked if there has been an increase in Cambridge residents coming to the Office of Workforce for jobs due to layoffs at Arthur D. Little (ADL) and Polaroid. Vice Mayor Davis responded that a decision was made to focus on the youth population. More needs to be done for the adults. This committee could look at what to do for this population. Ms. Johnson stated that she would like to see something more comprehensive done for adults in the city; something that will span the age groups.

Ms. Mintz informed the committee that Workforce does have an adult program. These issues are looked at in a holistic way. Vice Mayor Davis stated that Workforce has been active in the adult classes at Bunker Hill Community College.

Ms. Stuardi asked if there is any contact with out placement with ADL or Polaroid on the city side. Ms. Farnum stated that funding for dislocated workers is funneled through Career Source. Ms. Madden added there is a Career Source Office in the city. It offers one-stop resources. Ms. Johnson stated that the city needs to know the skills of the workers to know who is available to work.

Councillor Simmons asked what can the city do about the layoffs of Cambridge residents who are in the fifty-year old group at ADL and Polaroid. Ms. Farnum stated that we could check with Career Source to find out what is being done for Cambridge residents.

The committee discussed issues that were discussed in the previous meeting.

Councillor Simmons stated that she would like a program development (Buy Cambridge Initiative) that would make the business community aware of how to do business with the City of Cambridge. Ms. Madden stated that the information of how to do business with the city and the school department is published on the last page of the Minority Directory. It might be a good idea to put this information on the Website. Councillor Simmons stated that she wants support from CDD to update the Minority Directory every two years and to coordinate the Buy Cambridge Initiative.

Vice Mayor Davis suggested that the Purchasing Agent should be invited to attend a meeting of the Economic Development, Training and Employment Committee to outline the State Procurement Law. She stated her interest in environmentally friendly products.

Councillor Simmons scheduled the next meeting this committee for May 2, 2002 at eleven o'clock. The next meeting will discuss the topic of Buy Cambridge Initiative and the Agency Summit. She stated that the Gibbs Report would remain on the agenda for discussion at a later date.

At the conclusion of this meeting Councillor Simmons introduced the following motion:

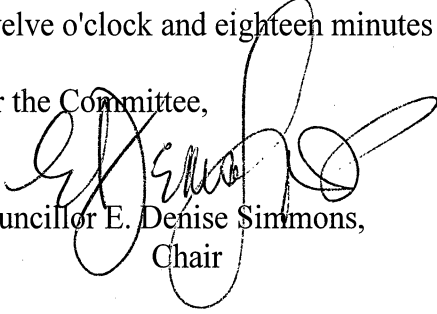
ORDERED: That the City Manager be and hereby is requested to instruct the Purchasing Agent to attend the May 2, 2002 meeting of the Economic Development, Training and Employment meeting to discuss the State Procurement Law and environmentally friendly products.

The motion carried on a voice vote.**

Councillor Simmons thanked those present for their attendance.

The meeting was adjourned at twelve o'clock and eighteen minutes p. m.

For the Committee,



Councillor E. Denise Simmons,
Chair

****This motion was adopted at the City Council meeting of April 22, 2002 as Order Number 15.**

City of Cambridge

**ECONOMIC DEVELOPMENT, TRAINING
AND EMPLOYMENT COMMITTEE MEMBERS**

Councillor E. Denise Simmons, Chair

Vice Mayor Henrietta Davis

Councillor Kenneth E. Reeves

In City Council April 29, 2002

The Economic Development, Training and Employment Committee held a public hearing on April 2, 2002, beginning at eleven o'clock and five minutes A.M. in the Ackermann Room.

The purpose of the meeting was to discuss the Gibbs Report and to receive an update from the Human Services Department on the report entitled "Education and Skill for the New Economy: A Survey of Employment Trends in Cambridge."

Present at the hearing were Councillor E. Denise Simmons, Chair of the Committee, Vice Mayor Henrietta Davis, Susan Glazer, Deputy Director Community Development Department (CDD), Estella Johnson, Director, Economic Development, Division (CDD), Elaine Madden, Project Planner, Economic Division, (CDD), Aaron Henry, Economic Development Intern, (CDD), Susan Mintz, Office of Workforce Development, Michelle Farnum, Office of Workforce Development, Kerry Donnell, Intern, working with Vice Mayor Davis and Donna P. Lopez, Deputy City Clerk. Also in attendance was Lisa Stuardi, Director of Government and Community Affairs, Cambridge Chamber of Commerce.

Councillor Simmons opened the meeting and requested Estella Johnson to give an overview of the Gibbs Report.

Ms. Johnson stated that in February, 2000 the Gibbs Report was published. The report was about Central Square. The end of the report contained action items. The report recommended that the work be phased in three stages. The Business Industrial District (BID) is still being established and will cost a substantial amount. The BID proposal will be brought to the City Council at the end of the summer. Businesses will be urged to sign the BID. Physical changes will be made to Central Squares. She informed the committee about façade improvements. Business owners work with Community Development Department to apply for funding to improve business facades. There is also a sign and lighting program, which is popular. Merchants were encouraged to clean up the fronts of their stores, she said. The City and the BID worked on a detail tenant mix. Regular meetings were to take place regarding the vacancies. The city is working with retailers and brokers. Community Development, she said, was requested to develop a marketing strategy in an effort to inform the public about what is happening in Central Square. Last fall, she said, the businesses in Central Square were mapped and charted from City Hall to University Park and down Main Street. The map has been provided to the Central Square Business Association.

Committee Report #1

Committee Report from Councillor E. Denise Simmons, Chair of the Economic Development, Training and Employment Committee, for a meeting held on April 2, 2002 to discuss the Gibbs Report and to receive an update from the Human Services Department on the report entitled "Education and Skill for the New Economy: A Survey of Employment Trends in Cambridge."

In City Council April 29, 2002

**REPORT ACCEPTED.
PLACED ON FILE.**

SCHOOL COMMITTEE

454 BRADSHAW

CAMBRIDGE, MASSACHUSETTS 02138

CHAIRMAN

MAYOR MICHAEL A. SULLIVAN

VICE CHAIR

ALICE L. TURKEL

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MEMBERS

ALFRED B. FANTINI

JOSEPH G. GRASSI

RICHARD HARDING, JR.

ALAN C. PRICE

NANCY WALSER

--IN SCHOOL COMMITTEE--

April 23, 2002

2002 APR 26 P 4:16
OFFICE OF THE CITY CLERK
CAMBRIDGE, MASSACHUSETTS

 ORDERED:

That Superintendent's Recommendation #02-061, Revised FY 02-03 Budget Appropriation Order, be adopted as follows: that the School Committee approve the following revised FY02-03 Budget Appropriation Order, which is the result of a correction in the Statutory Category totals required for approval by the City;

That the Budget of the Cambridge Public Schools be promulgated as hereby determined by the School Committee in the sum of **\$109,270,697** as the general operating budget for the fiscal year beginning July 1, 2002 and ending June 30, 2003, in the following statutory categories:

Salaries and Wages	\$ 84,160,186
Other Ordinary Maintenance	\$ 23,539,550
Travel and Training	\$ 551,568
Equipment/Fixed Assets	\$ 1,019,393
Total:	\$109,270,697

Further, that the Budget of the Cambridge Public Schools be promulgated as hereby determined by the School Committee in the sum of **\$7,291,648** as the School Department Debt Service budget for the fiscal year beginning July 1, 2002 and ending June 30, 2003 in the following Statutory Category:

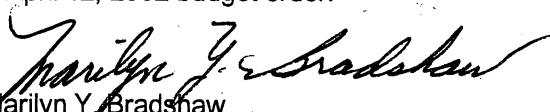
Equipment/Fixed Assets	\$ 7,291,648
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The total FY 02-03 General Fund Budget for the Cambridge Public Schools therefore being approved in the sum of **\$116,562,345**.

In preparing the adopted budget documents for transmittal to the City Manager and City Council, we discovered a statutory classification error of \$12,000 between the Salaries & Wages Category and the Travel and Training category (item 11 on the Proposed Budget Revisions, Budget Reference Document #9). Adoption of this recommendation will correct the statutory category totals. Attached for your information is a copy of the April 12, 2002 budget order.

A true copy:

Attest:


 Marilyn Y. Bradshaw

Executive Secretary to the School Committee

cc: School Committee Members
 Superintendent
 City Council, c/o City Clerk
 City Manager
 Chairman, Board of Assessors
 Director, Budget
 City Auditor

S-124

**Communications and Reports from
City Officers #1**

A communication was received
from Marilyn Y. Bradshaw,
Executive Secretary to the School
Committee, transmitting the Budget
of the Cambridge Public Schools
voted at the Special Meeting of
April 12, 2002.

In City Council April 29, 2002

**REFERRED TO THE FINANCE
COMMITTEE.**