

- Panelist should not answer the same questions;
- More advertisement;
- Elimination of encouragement of walk-ins
- Include larger Boston companies;
- Conduct a pre BCI event; and
- Poll attendees for questions that they would like to have answered.

Councillor Simmons stated that the guest speaker provided important information. The BCI, she stated, had electricity. It was an opportunity for businesses to network. The city may want to strengthen the opportunities to network. The city should “sell itself” by providing information about who the city is and what the city does in the next BCI. The BCI should encourage the attendees to sign up for programs that are conducted by CDD including green purchasing and marketing. Councillor Simmons stated that she liked the idea of holding a pre BCI event and asked the attendees what questions they would like to have answered.

Councillor Simmons asked for comments from the business participants. Ms. Madden stated that comments that were received were:

Draper Lab appreciated Cambridge conducting the BCI; and
State Procurement Office was impressed with the outcome of the BCI.

Councillor Simmons stated that the attendees commented that the food was excellent and the room presentation was efficiently organized. The panel, however, could have had a better presentation. Ms. Johnson informed the committee that the representatives from the universities were not the major purchasers. A major purchasing conference was being conducted at the same time as the BCI.

Councillor Simmons made the suggestion that each purchasing agent provide a list of the steps to be followed to do business with their organization be provided at the 2004 BCI.

Vice Mayor Davis stated that the DNC is a great opportunity for Cambridge to make connections.

Councillor Simmons expressed her concern from a historical perspective that documentation about the BCI be preserved. Original material and photographs about the BCI are important.

Councillor Simmons informed the committee that Tom Lucey from Harvard University would like to conduct something similar to the BCI for Harvard. Ms. Dillon asked who could the city contact to see if Harvard University is committed to conducting business with small Cambridge businesses. She inquired as to what are Harvard University’s goals. Councillor Simmons stated that she was interested in Harvard’s mission statement and their goals toward doing business with Cambridge businesses.

What are the next steps for the BCI, asked Councillor Simmons. She stated that she would like to conduct another BCI in 2004. What would be useful for the success of

the 2004 BCI? Ms. Johnson stated that the BCI was effective for small businesses to do business with larger businesses. She suggested contacting the small companies for their feedback. Some suggestions were made to change the format of the BCI, but these suggestions were not well received by the committee. The BCI was an event to get small businesses to interact with each other and the larger purchasers in the city, stated Councillor Simmons. This event needed to be tracked by the city. Would the 2004 BCI require separate break out rooms and venues. Ms. Johnson suggested 2004 BCI be an all day event. The committee felt that the time frame of the BCI was sufficient. Ms. Johnson suggested that the tables be staffed with more than one person. Evaluation needed to be done better. The 2004 BCI should have a mission statement.

Ms. Dillon asked if the 2004 BCI would be held before or after the DNC. Councillor Simmons responded that the 2004 BCI would be held after the DNC.

Ms. Johnson stated that the cost of the BCI needed to be analyzed. She suggested asking companies for contributions to underwrite the BCI. It was decided that the 2004 BCI would be identified with a logo. This discussion would occur at the next meeting of the committee along with securing underwriters for the 2004 BCI.

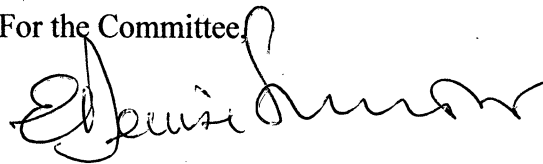
Councillor Simmons now proceeded to discuss the 2004 DNC. Boston has control of the 2004 DNC. The 2004 DNC would be held in July 2004. Cambridge should not let this event slip through our fingers. All Cambridge hotels are reserved for the DNC. Cambridge should market the DNC as a way to get people/tourists to deliberately come to Cambridge. Mr. Monagle suggested that the City's web site should have a link to the BCI. Money could be received from businesses to have MIS create the link. Ms. Johnson suggested restaurant coupon books be prepared by CDD. Mr. Brown added that the entertainment aspect is important. Harvard University and MIT are also important attraction sites that draw tourists, stated Ms. Johnson. Mr. Brown stated that the Office of Tourism needed to be included in the DNC conversation and planning. Harvard University and MIT decision makers needed to be included in the DNC plans. A link is needed by the city through the Chamber to the DNC. Councillor Simmons stated that there should be a link to the EZ Ride, which travels through Cambridge.

More conversation would occur on the DNC and the 2004 BCI when the 2004-2005 committees of the City Council were appointed, stated Councillor Simmons.

Councillor Simmons thanked all present for their attendance.

The hearing adjourned at eleven o'clock a. m.

For the Committee,

A handwritten signature in dark ink, appearing to read "E. Denise Simmons", written over a horizontal line.

Councillor E. Denise Simmons, Chair

**BUY CAMBRIDGE INITIATIVE
(BCI)
EVALUATION FORM**

(There were a total of 13 returns)

The goal of the BCI is to provide opportunities for Cambridge small businesses to meet and connect with buyers from large Cambridge companies and institutions to learn how to do business with them and potentially become a vendor.

Your response to the following questions will help us to evaluate the event. You do not have to give your name.

The goal of the event was:

Achieved 7 Mostly Achieved 6 Somewhat Achieved Not Achieved

Information presented by speakers at the event was:

Very helpful 3 Helpful 7 Somewhat Helpful 2 Not Helpful 1

Information in the handout packets was:

Very helpful 4 Helpful 9 Somewhat Helpful Not Helpful

Information available from the exhibiting large companies/institutions was:

Very helpful 6 Helpful 4 Somewhat Helpful 3 Not Helpful

In the allotted time, were you able to talk with the exhibitors of your choice and learn their contracting procedures?

Yes 5 Mostly 8 No

Overall, how would you rate the event?

Excellent 7 Good 5 Average 1 Poor

Please indicate your business type?

Manufacturer 0 Retail 1 Service 9 Other, please specify 3

Other comments: See Below: Comments are presented as written.

- This is one of the best networking events we have ever attended. It was well planned and organized and also extremely well executed.

- Thank you very much for a very cozy and useful event.
- The event was very well organized and also moved along at a nice pace, which was appreciated by all! Speakers were informative and the subject matter was what was described by the event. I enjoyed it and was most impressed with your efforts.
- I found there was a lot of enthusiasm on the part of the organizers, a great way to build momentum. I found the presenters were somewhat less enthusiastic though, and to an extent unclear about what they could offer other than to say in effect, "If you have a proposal call me" but as to an entrepreneur I already have the persistence to find out whom I need to talk to. I suggest the City, acting as a conduit for businesses, should publish a newsletter indicating contracts that are up for bid or projects that Cambridge vendors could be involved in, a way to let Cambridge businesses know if there is an RFP on the street that they may not have heard about. Would this not also be a way of encouraging compliance with the request that large Cambridge businesses patronize smaller ones? At the same point while learning about the Buy Cambridge Initiative I was told that larger businesses in Cambridge were being urged if not required to use Cambridge vendors for X% of their needs. Up to date information is an invaluable resource, a newsletter indicating leads for vendors to pursue would be a great help. Let me know what you think.
- I provide a hospitality service, and it seems to me that the information provided at the forum, was particularly geared towards companies that provide products for sale. I would like to know if a forum could be put together for business owners that have fewer than five employees. I am particularly interested in how as a concierge and errand service business owner; I could do more business with the City of Cambridge.
- Few of the organizations and businesses represented seemed to have any real plans to change to any new vendors or service providers. It might be more helpful to target more small and medium organizations that may not have all the vendor relationships already in place.
- The size of the cups was ridiculous; preferred to talk with more tables- liked speakers so make it longer accounting for late start; participants not respectful of schedule for appointments
- Please convey to your "group" that you did a superb job on Wed. It is often the public people who get most of the credit while all the people behind the scenes get acknowledged but attendees have no clue how much work they have done. You covered it all—the packets, the signs, the sign in sheets (taped down), place for coats, etc. I appreciate everything you did. I found the evening created a forum in which I could discuss links that might help me during a very dismal economic time. I am grateful to you all.
- Thanks to everyone that worked so carefully on the Buy Cambridge Initiative event yesterday. It was very helpful. Though now I've got a ton of new work getting in touch with all of these folks. Don't begrudge that, however, do I? Please pass around the good word. The folks who manned the WIB table spoke to several men and women who were interested in joining WIBC which made that all worth while. The women from DNC, MIT and the Commonwealth were the 3 best folks I spoke to. Special high marks to the rep from the Commonwealth. She was interested, knew what she was talking about, and had great practical information.

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 December 22, 2003

The Economic Development, Training and Employment Committee held a public hearing on Wednesday, December 3, 2003 at nine o'clock and fifteen minutes a. m. in the Ackermann Room.

The purpose of the meeting was to discuss the next steps for the 2004 Democratic National Convention (DNC) and to hold a recap of the Buy Cambridge Initiative (BCI).

Present at the hearing were Councillor E. Denise Simmons, Chair of the Committee, Vice Mayor Henrietta Davis, Estella Johnson, Economic Development Director, Community Development Department (CDD), Elaine Madden, Project Planner, CDD, James Monagle, City Auditor, Dwayne Brown, Affirmative Action Officer, Ini Tomeu, Public Information Officer, Joan Dillon, Assistant Purchasing Agent, Nancy McLeod, Manager, Construction Procurement, Purchasing Department, Sue Walsh, Office of Workforce Development, Human Services Department and Donna P. Lopez, Deputy City Clerk.

Councillor Simmons opened the hearing and explained the purpose. She thanked all persons on the committee for their work on the BCI. The BCI was an awesome success, she said. She wanted to discuss what worked and what could be done better as it related to the BCI.

Ms. Madden informed the committee that thirteen Evaluation Forms were received and analyzed (**ATTACHMENT A**). The attendees of the BCI needed to be sought out to complete the Evaluation Forms.

Councillor Simmons asked for feedback from each member of the committee. The positive feedback was as follows:

- MIT was very accommodating;
- BCI was professionally done and well organized;
- Time frame was good;
- BCI presented a friendly face of the city;
- Excellent signage;
- Companies were networking with other companies; and
- BCI provided resources for Economic Development Division of CDD.

Improvements were listed as:

- Lighting;
- Vendor meetings unnecessary;
- More concentration on Evaluation Forms;

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Committee Report #1

A communication was received from Donna P. Lopez, Deputy City Clerk, transmitting a report from Councillor E. Denise Simmons, Chair of the Economic Development, Training and Employment Committee, for a meeting held on December 3, 2003 to discuss the next steps for the 2004 Democratic National Convention (DNC) and to hold a recap of the Buy Cambridge Initiative (BCI).

In City Council December 22, 2003

**REPORT ACCEPTED
PLACED ON FILE**