

BCI to 6:30 p.m. MIT would provide the visual/audio equipment. Councillor Simmons urged the Logistics Committee to look at the “two chimney room”.

The committee discussed the program (**ATTACHMENT D**). Ms. Johnson reported that Collete Phillips, speaker for marketing to large companies, was scheduled but is unable to attend. Therefore, Ms. Johnson requested input about obtaining a speaker for the BCI. She was given various suggestions that she will pursue and get back to the committee.

Ms. Madden, responsible for contacting the large companies, informed the committee that she discussed the BCI with public relations personnel in the large companies. Some of the large companies are looking for this type of initiative because they have government contracts. However, other companies are not interested in the BCI because they have established contacts with vendors. The large companies would like information about the BCI in writing. Councillor Simmons stated that she would prepare a letter. Ms. Dillon stated that she contacted ten companies. She reported that two companies expressed an interest in the BCI. Ms. Madden suggested that a representative from the State Office of Minority and Women Owned Business Assistance (SOMWBA) be invited to the BCI.

The committee now focused on marketing and advertising. Councillor Simmons asked Ms. Tomeu if a press conference is advisable for this event. Ms. Tomeu informed the committee that the usual media used would be expanded. News releases will be done. Mr. Monagle suggested using cable. Ms. Tomeu stated that she sends press releases to:

- Globe City weekly
- TV
- Radio
- Web site; and
- Municipal cable.

She could also send to CCTV. Councillor Simmons stated that she would contact CCTV about taping the BCI event.

Ms. Berry asked if there is enough time so that the BCI could increase job opportunities. Ms. Johnson stated that there should be job training and employment meeting, but this event is not that venue. The BCI will provide small businesses an opportunity to make connections with larger more established businesses.

After a discussion regarding the first bulleted item the committee agreed with the following wording of the first sentence:

An exciting new opportunity for small and large businesses to develop relationships with each other, the City of Cambridge.

Ms. Madden suggested adding the words “to do business with municipal and state government” after the words “(SOMWBA) certifies minority businesses” in the last bulleted item.

Ms. Berry stated that minority owned businesses doing business with the city must comply with the living wage ordinance. Ms. McLeod stated that the living wage deals with services.

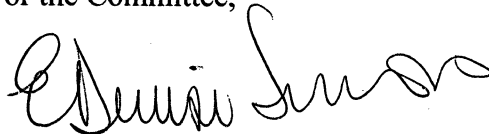
A discussion ensued regarding the mailing. Ms. Johnson suggested that a separate letter be sent to public officials and companies. The announcement to the public should be either a post card or a flyer. The mailing should take place by October 1, 2003. CDD would provide the labels. The flyer needed to be done by September 15, 2003.

At the conclusion of the meeting it was arranged that the marketing advisory group would meet on Thursday, September 4, 2003 at 8:30 a. m. Councillor Simmons scheduled the next meeting of this committee for Thursday, September 4, 2003 at 10:00 a.m.

Councillor Simmons thanked those present for their attendance.

The meeting was adjourned at eleven o'clock and twenty minutes a.m.

For the Committee,

A handwritten signature in black ink, appearing to read "E. Denise Simmons", written in a cursive style.

Councillor E. Denise Simmons, Chair



Buy Cambridge Initiative Fact Sheet

- **What is the Buy Cambridge Initiative?**

An ^{existing new} opportunity for small and large businesses to develop relationships with each other and the City of Cambridge. This special project was spearheaded by Cambridge City Councillor E. Denise Simmons, the City Council's Economic Development Committee and the City Manager's Office in collaboration with several City departments. These include the Community Development/Economic Development Division, Affirmative Action Office, Purchasing Office, the City Auditor and the Cambridge Public School Department.

- **How can the Buy Cambridge Initiative benefit my business?**

It can help establish new relationships with ^{Strike} (other) area businesses and the City of Cambridge and increase the economic viability of your business.

- **How can I do business with the City of Cambridge?**

The Purchasing Office is responsible for the implementation and administration of the City's centralized procurement processes, ensuring that all purchases of goods and services are made in accordance with State law and City ordinance and are open, fair, competitive and obtained at the lowest possible cost. Copies of selected bids are sent to "Bidnet," a bid distribution service that directs bids to appropriate vendors all over the country, at no charge to the City. Bid announcements are also posted on the City's Web site at www.cambridgema.gov. The City advertises its public works and construction bids in the weekly newspaper, *Cambridge Chronicle*, and the Secretary of State's *Central Register*.

The Purchasing Office promotes the use of Commonwealth of Massachusetts contracts when appropriate and encourages participation and outreach to minority, local and women-owned businesses through the City's Minority Business Enterprise (MBE) program and other venues. The Purchasing office also encourages the purchase of environmentally preferred products and disposes of surplus City property.

- **What about doing business with Cambridge Public Schools?**

Cambridge Public Schools encourages active competition in all phases of the purchasing process and advertises all requirements for goods and services over \$25,000 in the *Cambridge Chronicle*. Open bids are posted on the bulletin board outside the Purchasing Department, Cambridge Public Schools, 159 Thorndike St., 2nd Floor, Cambridge, MA 02141. For more information, send a cover letter and any supporting material to the Purchasing Department or contact them at 617-349-6410, fax 617-349-6415.

- **What if I am a minority owned business?**

The City of Cambridge encourages participation of minority owned businesses and recently published the Cambridge Minority & Women-Owned Business Directory. For a copy, contact the Economic Development Division of the Community Development Department at 617-349-4637 or see the department's online version on the City web site at www.cambridgema.gov. The State Office of Minority and Women Owned Business Assistance (SOMWBA) certifies minority businesses. For more information about certification, contact SOMWBA at 617-973-8692 or visit their web site at: www.somwba.state.ma.us.

to do business with municipal and state government.

Buy Camb Initiative Work Plan

Logistics Committee –

- Arrange Parking, Will there be a fee?????
- Room Set-up
- Go to MIT to pre-view room, Arrange for room set-up
- What about refreshments??????
- What about Registration???? Sign-in sheets, name tags, **CD** staffing registration table?????? **CDD**

Members:

Joan, Duane, *Jim*

Program Committee –

- Develop Program
- Contact Speakers
- Manage/Moderate Program

Members:

Nicola, Denise, Estella

Lg. Company Contacts –

- Call Large companies,
- Explain program,
- Determine types of goods and services they typically purchase
- Invite their participation
- Determine which small companies provide goods & services purchased by larger companies

Members:

Elaine, Cynthia

Marketing & Advertising

- Develop Buy Cambridge Fact Sheet; Distribute to Committee
- Create and Distribute Flyer
- Write Letter of Invitation to Large Companies
- What about Media Coverage????? – **CCTV**

Members :

Ini, Kim, Nicola, Denis, Estella

Brochure/Packet Dev'ment

- Gather handouts from various companies
- Prepare Packets for handout at event
- Determine what should go in packet
- Finalize “How to Do Business IN and WITH the City...”

Members:

Laurie, Estella/ED Staff

ATTACHMENT C

City of Cambridge – Buy Cambridge Initiative
Sub-committee on Economic Development

Denise Simmons – Henrietta Davis
October 22, 2003
MIT Stratton Student Center –
4-6 p.m.

Logistics Committee – Joan, Jim and Duane

What needs to be done?

Call Paul Paravano (Office of Governmental & Community Affairs – 617 253-3873)
(Paul is away until August 25th.)

Ask him:

- How early may we occupy the space on the 22nd?
- Can we extend the length of time to 6:30?
- If the Parking garage on Vassar Street is owned by M.I.T. may we have use of it for the event? What about the diagonal street parking outside of the garage? Is that M.I.T.?
- How large is the – La Sala de Puerto Rico Center or room?
- Does he have exhibitor tables or booths that we may rent or borrow? What are the dimensions? What is the cost?
- How do we arrange for audio and visual equipment and hook-ups? Is there a charge?
- Is there a custodial/conference/banquet staff for the space/building? Is there a cost and can MIT absorb that?
- How do we arrange to engage them?

Arrange for a tour of the facility: Elaine, Joan and Duane

What else?

DRAFT PROGRAM

ATTACHMENT D

BUY CAMBRIDGE INITIATIVE

October 22, 2003

MIT

4:30 – 5:00 RECEPTION/ NETWORKING

5:00 – 5:45 INTRODUCTIONS

10 minutes

City Official (s)

Overview of Purchasing Procedures
City Purchasing Agent
Harvard
MIT
Camb. Health Alliance

5 minutes each
Cynthia Griffin
Dianne Devline
Dianne Shay
Bill Butler

Speaker – Marketing to Large Companies -

Announcement on DNConvention & Certification Processes
SOMBWA

General Questions & Answers

15 minutes

6:45 – 7:45 Meetings with Individuals Companies from Top ____ Camb. Companies

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 September 15, 2003

The Economic Development, Training and Employment Committee held a public meeting on Thursday, August 28, 2003 at ten o'clock and twenty minutes A. M. in the Ackermann Room.

The purpose of the meeting was to continue discussions of the "Buy Cambridge Initiative" (BCI) and any matters that come before the committee.

Present at the meeting were Councillor E. Denise Simmons, Chair of the Committee, Estella Johnson, Economic Development Director, Community Development Department (CDD), Elaine Madden Project Planner, Economic Division CDD, Joan Dillon, Assistant Purchasing Agent, Nancy McLeod, Manager, Construction Procurement, Purchasing Department, Ini Tomeu, Public Information Officer, James Monagle, City Auditor, Seth Boyd, Office of Workforce Development, Human Services Department, Mary Clover, Purchasing Coordinator, School Department and Donna P. Lopez, Deputy City Clerk. Also present was Laurie Taymor Berry, 164 Pleasant Street.

Councillor Simmons opened the meeting and explained the purpose.

Councillor Simmons stated that she was pleased with the Buy Cambridge Initiative Fact Sheet (**ATTACHMENT A**). The BCI is an attempt to open opportunity to businesses. Ms. Madden suggested striking the word "other" in the second bulleted item.

Ms. Berry asked what makes the BCI unique. Councillor Simmons responded that the BCI is being held formally for the first time. The BCI will encourage local businesses to develop relationships with the City of Cambridge and other businesses.

Ms. Johnson distributed a BCI Work Plan (**ATTACHMENT B**). The committee proceeded to discuss the work plan.

The Logistics Committee highlighted areas of concern (**ATTACHMENT C**). Ms. Johnson stated that CDD would be responsible for the sign-in sheets, nametags and staffing the registration table. Councillor Simmons stated that she would discuss the food issue with Mr. Parravano. Ms. Johnson stated that outside food cannot be brought into MIT, as it is a union issue. Ms. Johnson expressed concerns that the Sala de Puerto Rico room may be too large for the expected audience of the BCI. The Logistics Committee will meet with MIT to discuss the parking, size of the room and extending the time of the

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 August 28, 2003 to continue discussion of the "Buy Cambridge Initiative" (BCI) and any matters that come before the committee.

In City Council September 15, 2003

**REPORT ACCEPTED
PLACED ON FILE**