

CITY CLERK
GLOUCESTER, MA

12 MAY 10 PM 2: 37

GLOUCESTER CITY COUNCIL

9 Dale Avenue, Gloucester, MA 01930
Office (978) 281-9720 Fax (978) 282-3051

CITY COUNCIL STANDING COMMITTEE

Ordinances & Administration

Monday, May 14, 2012 – 6:00 p.m.

1st Fl. Council Conference Rm. – City Hall

AGENDA

(Items May be taken out of order at the discretion of the Committee)

1. Continued Business:

- A) Appointments (Cont'd from 4/30/12)
Tourism Commission TTE 02/14/2013 Wendie Woodman, DeMuth
- B) CC2012-013 (McGeary) Amend GCO Sec. 22-159 "Parking prohibited between certain hours and on certain days" re: Davis Street Extension (Cont'd from 04/30/12)
- C) CC2011-053 (Verga/Tobey) Establishment of City Ordinance re: Securing and Maintaining Vacant Properties and Properties in the Process of Foreclosure (cont'd from 04/02/12)
- D) CC2012-007 (Tobey/Verga) Establishment of ordinance for process to review and accept proposed donations to or installations of public art in the City of Gloucester (Cont'd from 04/30/12)
- E) CC2012-020 (Hardy) Election of City Clerk pursuant to City of Gloucester City Charter Sec. 2-7(a) (Cont'd from 4/30/12)
- F) Report of Ad Hoc Committee regarding possible amending of the Gloucester Code of Ordinances, Chapter 2, Article V, Sec. 2-471 to 2-476 re: Tourism Commission as relates to CC2012-015 (Hardy/Cox)

- 2. *CC2012-024 (McGeary) Amend GCO Chapter 22, Sec. 22-159 (Parking Prohibited between certain hours & On certain days) Sec. 22-267 (One-Way Streets Generally), Sec. 22-265 (Turning Movements-Generally) re: Davis Street Extension & Chapel Street*
- 3. *CC2012-025 (McGeary) Amend GCO Chapter 22, Sec. 22-270.1 (Resident Sticker Parking Only) re: Farrington Avenue (TBC 06/04/12)*
- 4. *CC2012-026 (McGeary) Amend GCO Chapter 22, Sec. 22-270 (Parking prohibited at all Times) re: Eastern Point Road (TBC 06/04/12)*
- 5. *CC2012-027 (McGeary) Amend GCO Chapter 22-287 (Disabled veteran, handicapped parking) re: Eastern Avenue #19 (TBC 06/04/12)*

COMMITTEE:

Councilor Sefatia Theken, Chair

Councilor Robert Whynott, Vice Chair

Councilor Steve LeBlanc, Jr.

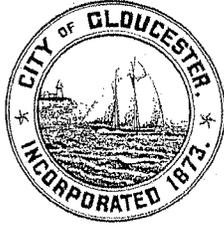
Committee members – Please bring relevant documentation

Back-up and Supporting Documentation all on file at the City Clerk's Office, City Hall

CC: Mayor Carolyn Kirk
Jim Duggan
Linda T. Lowe
Bill Sanborn
Judith Hoglander
Suzanne Egan
Jonathan Pope/Dr. Safier/Greg Bach
Robert Ryan

The listing of matters is those reasonably anticipated by the Chair which may be discussed at the meeting. Not all items listed may in fact be discussed and other items not listed may also be brought up for discussion to the extent permitted by law.

City Hall
Nine Dale Avenue
Gloucester, MA 01930



TEL 978-281-9700
FAX 978-281-9738
ckirk@gloucester-ma.gov

CITY OF GLOUCESTER
OFFICE OF THE MAYOR

April 13, 2012

Ms. Wendie Woodman DeMuth
8 Rocky Neck Avenue
Gloucester, MA 01930

Dear Ms. DeMuth:

I am pleased to appoint you to a one year term on the **Tourism Commission**. Your appointment will be sent to the City Council for their meeting of April 24, 2012. Confirmation of your appointment will be referred out to the next Ordinance and Administration subcommittee, and you will be notified by the Clerk of Committees as to the date on which the O&A Committee will review your appointment.

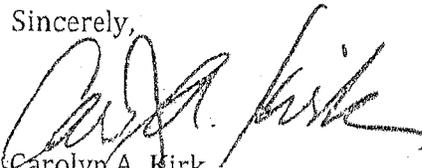
In order for you to attend and vote at meetings, I have issued you a 90 day temporary appointment. Please report to the City Clerk's office to pick up your appointment card (*copy enclosed*) and be sworn in at your earliest convenience.

On behalf of the City of Gloucester, I greatly appreciate your dedication to public service and look forward to working with you in the coming years to help make Gloucester a better place for all of us to live.

If you have any questions or if you require additional information, please feel free to contact my office.

Thank you again.

Sincerely,



Carolyn A. Kirk
Mayor

cc: Mayor's Report to the City Council
Peter Jenner, Chair-Tourism Commission

Enclosure
CAK/c

EFFECTIVE APRIL 13, 2012

The City of Gloucester, Massachusetts

Dear Wendie Woodman DeMuth, 8 Rocky Neck Avenue, Gloucester

It is my pleasure to inform you that I have this day appointed you

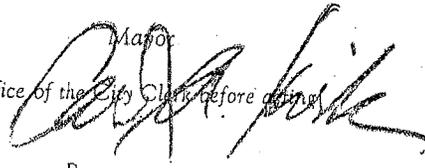
to the TOURISM COMMISSION _____ of the City of
Gloucester, Massachusetts _____

This is a 90 day temporary appointment. After City Council
approval, term to expire 2/14/2013. (ONE YEAR TERM)

Filling unexpired term of Alise de Gaspé Beaubien.

Respectfully,

Mayor



N.B. You are required to be sworn in at the office of the City Clerk before assuming
under this appointment.

Sworn in _____ By: _____

For Tomson Commission

WENDIE WOODMAN DEMUTH

8 Rocky Neck Ave. | Gloucester, MA 01930 | 617.803.4149 | wendiedemuth@gmail.com

PUBLIC RELATIONS & INTEGRATED MARKETING COMMUNICATIONS SPECIALIST

Results-producing agency executive with strong record of developing and leading integrated marketing communications programs for both private and public sector organizations. Specific expertise designing multifaceted, multidisciplinary programs that deliver measurable results against larger strategic business goals.

- Strategic Market Planning & Implementation
- Brand Positioning & Management
- Unique & Relevant Academic Credentials
- New Business Acquisition, Growth, Retention
- Market Research & Analysis
- Cause Marketing Experience

PROFESSIONAL EXPERIENCE

www.wendiedemuthphotos.com VISUAL COMMUNICATIONS CONSULTANT 2008-Present
Gloucester, MA

Leveraging skills in digital photography, media relationships, and creative problem solving to deliver strategic counsel and programming designed to expand and improve media coverage, market exposure, and public awareness via emphasis on visual identification, targeted media outreach and audience assessment using traditional PR tools/tactics and new digital and social media.

Clients include brands/causes/individuals involved in: book and online publishing; landscape architecture; horticulture; photography; broadcast programming; social media; philanthropy; fundraising; international travel; politics; outdoor gear and activities; athletic training; life coaching; screenwriting; social advocacy; academics and research; retail sales (client list available upon request)

MULLEN VICE PRESIDENT, SENIOR COMMUNICATIONS STRATEGIST 1998 – 2007
Wenham, MA

Co-managed Consumer Marketing Group that accounted for majority of PR Division's annual revenue. Fulfilled leadership role in integrated communications strategy development, implementation, new product launches, cause-marketing/CSR and sponsorship/partnership program development and support, media and analyst relations, spokesperson media training, special event and trade show press management, speaking tours, sales meeting presentations, and consumer promotions.

Clients included: **Olympus, Swiss Army, Crabtree & Evelyn, Woolrich, ECCO, StrideRite, Match.com, Eddie Bauer, Marshalls, State of Massachusetts.**

Key Contributions:

- ✓ Spearheaded new business pitches that earned more than **\$12 million in billings** from 2004-2007.
- ✓ For **Olympus**, led PR efforts for five years that contributed to a 30% increase in consumer digital sales (without advertising support) and resulted in three billion media impressions which equated to \$30 million worth of paid media.
 - ✓ An event in Central Park paired more than 50 reporters and editors with pros for "digital safaris," producing coverage in more than 30 media outlets including *Travel + Leisure, Forbes, Real Simple, Time, The New York Times, Us Weekly, InStyle,* and *USA Today*, with total audience delivery exceeding 100 million.

- ✓ Another program to strengthen the **Olympus** brand culminated in publication of *A Day in the Life of Africa* (all proceeds donated to AIDS relief in Africa) and the first-ever all-digital visual time capsule, *America 24-7*, where select images were super enlarged and displayed to surround New York City's Bryant Park for two weeks. Achieved 300 million impressions.
- ✓ Leveraged **Olympus** title sponsorship of 7th on 6th Fashion Week to reposition brand as digital technology leader and raise consumer awareness for importance of colon cancer screening. Forged partnership with Katie Couric and EIF's Colorectal Cancer Research Alliance; enlisted Heidi Klum and Dennis Quaid as cause advocates. Coverage included: *NBC's Today Show*, *Entertainment Tonight*, *CNN*, *Associated Press*, *The New York Times*.
- ✓ For **Swiss Army**, played pivotal role in the conception and implementation of a five-year product publicity campaign. Generated more than two billion media impressions; company's operating income quadrupled. A six-month, 40-city-multi-media mobile marketing tour targeting retailers and consumers generated more than 30 million media impressions and included cause marketing and co-promotions with *National Geographic* and *Outward Bound*.
- ✓ For **Eddie Bauer**, launched an integrated campaign to revitalize the brand (included advertising, PR, and cause marketing) that capitalized on its outdoor heritage, which produced more than 450 million media impressions. Secured sponsorship of 2002 bicentennial celebration of Lewis & Clark expedition with ten-market special event program featuring Charles Osgood as brand ambassador.

EDAW NEW BUSINESS MARKETING COORDINATOR 1988-1992
Atlanta, GA

For this internationally renowned landscape architecture firm, produced graphic and written marketing materials, presentation templates, and conducted market research.

Key Contributions:

- ✓ Designed new system to enable company to respond to RFPs efficiently and effectively. Drafted summaries of and catalogued more than 50 completed projects and assembled visual supports for each. Created case study template and cross-referencing application.
- ✓ Managed messaging strategy, created inventory of key documents (press releases, talking points, Q&As, etc.) for senior management and spokespeople.

BURSON MARSTELLAR PUBLIC RELATIONS ACCOUNT EXECUTIVE 1982-1986
Washington, DC

Developed and implemented communications strategies for Fortune 500 clients to reach key Washington, DC constituencies effectively. Among others, clients included: **A.H. Robins** (Dalkon Shield I.U.D.), **American Fiber**, **Textile and Apparel Manufacturers Association**, **Johnson & Johnson**.

Key Contributions:

- ✓ Sole management responsibility for the **International Association of Ice Cream Manufacturers** awareness program to increase visibility among Members of Congress for key nutrition, international trade and regulatory issues facing the industry. Conceived and executed "ice cream social" on Capital Hill. More than 100 elected officials and over 30 regional and national news media attended and/or covered. **Recipient of Silver Anvil Award in Special Events Category, PRSA, 1984.**
- ✓ For **Johnson & Johnson** (McNeil Labs), contributed to crisis communication efforts in response to Tylenol poisoning. Drafted press materials, conducted industry research, participated in media training with Jim Burke, Tylenol's CEO credited for the brand's post-crisis market share increase.

ACADEMIC CREDENTIALS

Harvard University • Bachelor of Arts, Cum Laude • Visual and Environmental Studies concentration

(Ord. No. 16-1993, § I, 12-14-93)

Secs. 2-460--2-470. Reserved.

DIVISION 6A. TOURISM COMMISSION*

***Editor's note--**Inasmuch as Ord. No. 21-1991, adopted June 18, 1991, did not specify manner of codification, inclusion herein as Division 6A, §§ 2-471--2-476, was at the editor's discretion.

Sec. 2-471. Purpose.

In recognition of the continuing need for tourism in the City of Gloucester as a means to encourage economic revitalization and the promotion of history, culture and recreation, a tourism commission is hereby recreated and reestablished.

It shall be the purpose of the tourism commission to encourage and promote tourism throughout the year and throughout the city. The commission shall undertake but not be limited to the following activities:

- (1) Recommend an overall coordinated tourism program that is related to the city's community and economic development activities, historical resources, recreational opportunities and natural and scenic attractions.
- (2) Recommend the organization, creation and maintenance of tourist attractions.
- (3) Recommend and implement an advertising program for the city.
- (4) Coordinate public and private efforts.

(Ord. No. 21-1991, 6-18-91)

Sec. 2-472. Tenure; composition.

The tourism commission shall consist of seven (7) members, all of whom shall be appointed by the mayor of the city for the terms listed below, and shall be confirmed by the Gloucester City Council.

- (1) One (1) member for one (1) year;
- (2) Three (3) members for two (2) years;
- (3) Three (3) members for three (3) years.

(Ord. No. 21-1991, 6-18-91; Ord. No. 18-1996, § J, 6-25-96)

Sec. 2-473. Requirements.

- (a) *Residency requirements.* All members shall be residents of the City of Gloucester.
- (b) *Membership requirement.* One (1) member of the commission shall be a member of the Cape Ann Chamber of Commerce.

(Ord. No. 21-1991, 6-18-91)

Sec. 2-474. Vacancies.

In case of resignation, death or disqualification of any member of the commission, or for the

purpose of filling a vacancy for any other reason, the appointment of the unexpired term immediately shall be made by the mayor and forwarded to the city council for their approval.

(Ord. No. 21-1991, 6-18-91)

Sec. 2-475. Assistance of city officials, boards and employees.

The commission shall receive regular support and assistance from the community development department. Such department may undertake planning, implementation and review responsibilities on behalf of the commission. Further, the commission may request the services and assistance of any of the officials, boards; and through the mayor, employees of the city at all reasonable times when the commission determines that it requires the assistance and advice of such officials, boards and employees in the performance of its duties.

(Ord. No. 21-1991, 6-18-91)

Sec. 2-476. Semi-annual reports.

The tourism commission shall submit semi-annually a report to the mayor and the city council of its activities.

(Ord. No. 21-1991, 6-18-91)

Secs. 2-477--2-490. Reserved.

DIVISION 7. DOWNTOWN DEVELOPMENT COMMISSION*

***Editor's note--**Inasmuch as Ord. No. 28-1991, adopted July 7, 1991, did not specify manner of codification, inclusion herein as Division 7, §§ 2-491--2-495, was at the discretion of the editor.

Sec. 2-491. Purpose.

In recognition of the continuing need for preservation, revitalization and improvement of Gloucester's central business district and its environs, a downtown development commission is hereby recreated and reestablished.

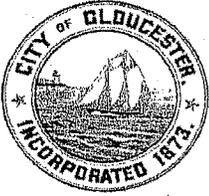
(Ord. No. 28-1991, 7-7-91)

Sec. 2-492. Created; membership; terms.

(a) There is hereby recreated and reestablished in the City of Gloucester a commission to be known as the downtown development commission consisting of seven (7) members, all of whom shall be appointed by the mayor of the city and shall be confirmed by the Gloucester City Council. Upon the establishment of this commission the mayor shall appoint three (3) members for three (3) years; two (2) members for two (2) years; and two (2) members for one (1) year; and as each term expires the mayor in like manner shall appoint members to serve for three (3) years.

(b) In the case of resignation, death or disqualification of any member of the commission, or for the purpose of filling a vacancy for any other reason, the appointment for the unexpired term shall immediately be made by the mayor.

(Ord. No. 28-1991, 7-7-91)



**CITY OF GLOUCESTER 2012
CITY COUNCIL ORDER**

ORDER: #CC2012-013
COUNCILLORS: Paul McGeary

DATE RECEIVED BY COUNCIL: 02/28/12
REFERRED TO: O&A & TC
FOR COUNCIL VOTE:

ORDERED that the Gloucester Code of Ordinances Chapter 22, entitled "Traffic and Motor Vehicles" Section 22-159, (Parking prohibited Between certain hours and on certain days) be amended as **adding** a new subsection (3) as follows:

(3) Davis Street Extension beginning at the northwest corner of 3 Davis Street Extension and continuing southeasterly on the southerly side for a distance of 75 feet. Between the hours of 8 a.m. and 9 a.m. and 2 p.m. and 3 p.m. on school days. And further

ORDERED that this matter be referred to the Ordinances and Administration Committee and the Traffic Commission for review and recommendation.

Respectfully submitted,

Paul McGeary
Ward 1 Councilor



CITY OF GLOUCESTER 2011 CITY COUNCIL ORDER

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|-----------------------------|--|
| ORDER: Councillor | #CC2011-053 Greg Verga and Bruce Tobey |
|-----------------------------|--|

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|---|
| DATE RECEIVED BY COUNCIL: 10/25/11 |
| REFERRED TO: O&A |
| FOR COUNCIL VOTE: |

ORDERED that the Ordinances and Administration Committee in consultation with the Health Department, the Inspectional Services Department, the Fire Department, and the Affordable Housing Trust Committee review any City of Gloucester existing ordinances or regulations which relate to abandoned, bank-owned, or absentee owner properties to determine if any such ordinances or regulations adequately address health and public safety issues as well as matters of neighborhood blight and in conjunction with such consultation and review amend the Gloucester Code of Ordinances by

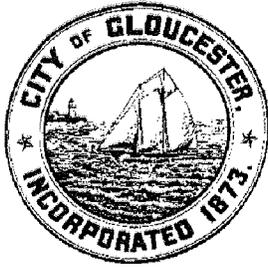
ADDING: a new section in Chapter 5, Article V "Buildings" to be entitled "Securing and Maintaining Vacant Properties and Properties in the Process of Foreclosure".

Background: This Order seeks to resolve a quality of life issue caused by the presence of abandoned buildings in neighborhoods in the City. Discussion should focus on existing ordinances in other cities in the Commonwealth which have been successful in dealing with this issue, such as the ordinance enacted by the City of Worcester in 2009 which is attached to this Order.

Greg Verga
Ward 5 Councillor

Bruce Tobey
Councillor at Large

rec'd @ O&A 3/19/12



CITY OF GLOUCESTER
INSPECTIONAL SERVICES
3 POND ROAD
GLOUCESTER, MA 01930

- DRAFT -

**AN ORDINANCE PERTAINING TO VACANT BUILDINGS
AND AMENDMENT TO SECTION 1-15 OF THE
GLOUCESTER CODE OF ORDINANCES**

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF GLOUCESTER AS FOLLOWS:

Chapter 5. Article II. Division 3. VACANT BUILDINGS

Section 5-30. Purpose

The City has found that vacant buildings are eyesores and hazards which often offer easy shelter for criminal activities, arson and accidental fires. As well, vacant buildings cause surrounding areas to suffer from stagnant or declining property values and create significant costs to the City by virtue of the need for constant monitoring and occasional cleanup. Accordingly, the purpose of this Ordinance is to require the registration of all vacant buildings, both residential and commercial, which will assist the City government in protecting the public health, safety and welfare of its residents by encouraging the prompt rehabilitation and permanent occupancy of such abandoned structures.

Section 5-31. Definition

For purposes of this Ordinance, a "vacant" building means any commercial building in which no person or entity actually conducts a lawfully licensed business in such building; or any residential building in which no person lawfully resides in any part of the building; or a mixed use building in which neither a licensed business nor a lawful resident exists. Further, any building in which more than one half of the total exterior windows and doors are broken, boarded or open without a functioning lock shall be deemed "vacant" regardless of occupancy.

By deleting section 5-31 in its entirety and replacing it with the proposed:

Section 5-31. Definition (proposed change)

For purposes of this Ordinance, a “vacant” building means any commercial building in which no person or entity actually conducts a lawfully licensed business in such building; or any residential building in which no person lawfully resides in any part of the building; or a mixed use building in which neither a licensed business nor a lawful resident exists. Further, any building in which more than one half of the total exterior windows and/or doors are broken, boarded or open without a functioning lock shall be deemed “vacant” regardless of occupancy. A condo unit is not considered a building on its own.

Section 5-32. Registration

Within 45 days of a building becoming vacant, each owner of a vacant building shall register the building with the Inspectional Services Department by filing a form, created by the Department, with the name, address and telephone number of each owner, and the street address, map, and lot number of the building. If none of the owners reside in the Commonwealth of Massachusetts, then the registration shall also include the name, address and telephone number of a Massachusetts resident who is authorized to accept service of process on behalf of the owners, and who shall be designated as a responsible local agent, both for purposes of notification in the event of an emergency affecting public health, safety and welfare, and of service of any and all notices issued pursuant to this Ordinance. The failure to timely register a vacant building shall be a violation of this Ordinance.

Section 5-33. Registration Fees

On or before November 15 of each calendar year, the owners of any vacant building shall pay to the Inspectional Services Department a registration fee to cover the administrative cost of monitoring and enforcing proper maintenance of the vacant building. The annual registration fee shall be based on the duration of the vacancy as of November 15 of each year according to the following schedule:

Residential Buildings containing up to three dwelling units, the registration fee shall be:

\$500.00 - For properties that have been vacant for less than one year.

\$1,000.00 - For properties that have been vacant for one year or more but less than two years.

\$2,000.00 – For properties that have been vacant for two years or more but less than three years.

\$3,000.00 – For properties that have been vacant for three years or more.

Commercial Buildings including residential with 4 or more dwelling units, and mixed use that are less than 7,500 ft. of floor area, the registration fee shall be:

\$500.00 - For properties that have been vacant for less than one year.

\$1,000.00 - For properties that have been vacant for one year or more but less than two years.

\$2,000.00 – For properties that have been vacant for two years or more but less than three years.

\$3,000.00 – For properties that have been vacant for three years or more.

For any Commercial Building over 7,500 sq. ft of floor space, the following formula shall be added to the above registration fees: sq. ft area of floor space x \$.20 = \$ Amount. This extra fee would be justified by the work involved by the inspector to verify that both the sprinkler and fire alarm systems are maintained.

A failure to timely pay the registration fee shall be a Violation of the City of Gloucester Code of Ordinances. The full fee shall be deemed an assessment resulting from a Violation of this Ordinance. Said fee shall be a municipal charges lien and shall be collected in accordance with M.G.L. Ch. 40, Sec. 58.

By deleting section 5-31 in its entirety and replacing it with the proposed:

Section 5-33. Registration Fees (proposed change)

A registration fee will be due 90 days after a building has been determined to be vacant. If said building remains vacant thereafter, an annual registration fee will be due on November 15 of each calendar year. The owners of any vacant building shall pay to the Inspectional Services Department a registration fee to cover the administrative cost of monitoring and enforcing proper maintenance of buildings under the vacant building ordinance. The annual registration fee shall be based on the duration of the vacancy as of November 15 each year according to the following schedule.

Residential Buildings containing up to three dwelling units, the registration fee shall be:

\$500.00 - For properties that have been vacant for less than one year.

\$1,000.00 - For properties that have been vacant for one year or more but less than two years.

\$2,000.00 – For properties that have been vacant for two years or more but less than three years.

\$3,000.00 – For properties that have been vacant for three years or more.

Commercial Buildings including residential with 4 or more dwelling units, and mixed use that are less than 7,500 ft. of floor area, the registration fee shall be:

\$500.00 - For properties that have been vacant for less than one year.

\$1,000.00 - For properties that have been vacant for one year or more but less than two years.

\$2,000.00 – For properties that have been vacant for two years or more but less than three years.

\$3,000.00 – For properties that have been vacant for three years or more.

For any Commercial Building over 7,500 sq. ft of floor space, the following formula shall be added to the above registration fees: sq. ft area of floor space x \$.20 = \$ Amount. This extra fee would be justified by the work involved by the inspector to verify that both the sprinkler and fire alarm systems are maintained.

A failure to timely pay the registration fee shall be a Violation of the City of Gloucester Code of Ordinances. The full fee shall be deemed an assessment resulting from a Violation of this Ordinance. Said fee shall be a municipal charges lien and shall be collected in accordance with M.G.L. Ch. 40, Sec. 58.

Section 5-34. Billing Statement

On or before October 15 of each calendar year, the Inspectional Services Department shall send a billing statement, setting forth the required Registration Fee, to each owner of a vacant building. However, the Registration Fees set forth in Section 5-65 shall be due and payable on November 15 of each year regardless of the delivery or receipt of such billing statement.

Section 5-35. Other Violations

The provisions of this Ordinance are in addition to, and not in lieu of, any and all other applicable provisions of the Code of Ordinances of the City of Gloucester, and the laws of the Commonwealth of Massachusetts.

Section 5-36. Enforcement

Any person or entity violating this Ordinance, by failing to register a vacant building, or failing to pay the registration fee, shall be subject to a fine of up to \$300.00 per offense. Each day that the owner is in violation shall constitute a separate offense. The Inspector of Buildings or his/her

designee shall have the right to enforce this Ordinance pursuant to the non-criminal disposition procedures set forth in Section 1-15 of the City of Gloucester Code of Ordinances.

By adding Section 5-37

Section 5-37 Removal of Building from List (proposed addition of section)

A building may be removed from the vacant building list by:

1. Building being sold
2. Building permit being issued
3. Building being demolished
4. Building being occupied – owner must notify the Inspector of Buildings in writing

Secs. 5-37 – 5-39. Reserved. Replace with Secs. 5-38 – 5-39. Reserved

AMENDMENT TO THE GLOUCESTER CODE OF ORDINANCES

In order to accommodate Section 5-36 of the proposed Vacant Buildings ordinance, Section 1-15 of the Code of Ordinances needs to be amended by adding the following:

“Chapter 5, Article II, Division 3, sections 5-30 - 5-37 (vacant buildings):

Each day a violation continues will be treated as a separate offense. A violation of this ordinance shall be three hundred dollars (\$300.00) per day.

Enforcing person: Inspector of Buildings or his/her designee.”

February 26, 2008

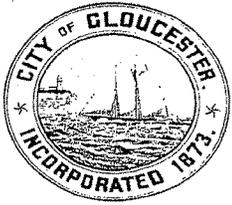
ORDERED to a first reading.

April 17, 2008

ORDERED to a second reading.

May 8, 2008

ORDERED to a third and final reading.



**CITY OF GLOUCESTER 2012
CITY COUNCIL ORDER**

ORDER: #CC2012-007
COUNCILLORS: Bruce Tobey and Greg Verga

DATE RECEIVED BY COUNCIL: 02/14/12
REFERRED TO: O&A
FOR COUNCIL VOTE:

ORDERED that the Ordinances and Administration Committee, working collaboratively with the Committee on the Arts, prepare for council vote an ordinance setting forth a process whereby proposed donations to or installations of public art in the City will be reviewed and accepted.

Bruce Tobey
Councillor At Large

Greg Verga
Ward 5 Councillor



CITY OF GLOUCESTER 2012 CITY COUNCIL ORDER

ORDER: #CC2012-020
COUNCILLORS: Jackie Hardy

DATE RECEIVED BY COUNCIL: 03/27/12
REFERRED TO: O&A & B&F
FOR COUNCIL VOTE:

ORDERED that pursuant to the City of Gloucester City Charter section 2-7(a) concerning the election of the City Clerk, the Council shall elect the City Clerk for the term of April 2012 to April 2014; and further

ORDERED that this matter be referred to the Ordinances and Administration Committee for review and recommendation; and further

ORDERED that pursuant to the City of Gloucester City Charter section 2-7(a) concerning the election of the City Auditor, the Council shall elect the City Auditor for the term of April 2012 to April 2014; and further

ORDERED that this matter be referred to the Budget and Finance Committee for review and recommendation.

Jackie Hardy
Councillor – Ward 4

May 7, 2012

CITY CLERK
GLOUCESTER, MA

12 MAY --9 AM 9: 23

To:

City Councilor and O & A sub-committee Chair Sefatia Romeo-Theken
City Councilor and P & D sub-committee Chair Bruce Tobey

From:

The ad hoc committee re: recommendations for rewriting the Tourism Commission Ordinance. Members include (# denotes attendance of meetings): Linn Parisi, Discover Gloucester (3); John Orlando, Harborview Inn (3); Kay Ellis, Schooner Thomas E. Lannon (3); Tracy Muller, Bass Rocks Ocean Inn (3); Paul Frontierro, 7 Seas Whale Watch (2); Bob Ryan, CATA (1); Pauline Bresnahan, Pauline's Gifts from the Heart (3); Karen Scola, at large (3); Denise Foley, Tiny Island Beach Glass (3); Mona Faherty, Sea Lion Motel & Cottages (2), Accommodations at Rocky Neck; Dr. Nicole Andrade, Cape Ann Healing Center (2); Peter Webber, Cape Ann Chamber of Commerce (2).

Dear Councilors Theken and Tobey,

We, the ad hoc committee, would like to thank you for giving us the opportunity to make recommendations before your sub-committees begin the process of rewriting the Tourism Commission ordinance. We recognize that this opportunity may be our only chance to formally encourage positive, forward motion in regard to Gloucester taking its place as a competitive and desirable destination which will in turn, generate tax revenue.

Twelve members of the community met at the Harborview Inn on three separate occasions for a total of ten hours to discuss and ultimately compile our recommendations.

We unanimously agree that:

- the Gloucester tourism community deserves recognition for generating thousands of dollars in tax revenue
- the City needs to invest in its tourism community so that the stream of tax dollars grows and will continue to flow into the City
- the Tourism Commission needs reinvigoration, along with your attention and support, so that it may create and carry out a plan for generating more tourism tax dollars on an ongoing basis

We understand that not all of our recommendations will be followed, and that some may evolve within the Tourism Commission in the future. However, some of our recommendations, such as the way the new Tourism Commission will carry out a plan, must be implemented as soon as possible. It is not possible for volunteers on the new Tourism Commission to carry out a much-needed plan as the new members will presumably all have businesses to tend to daily. Therefore, the ad hoc committee feels strongly that the new tourism plan should be outsourced as a private/public partnership.

Please see our recommendations attached, and know that we are available as a committee to come before you, with notice, to discuss any questions you may have. Also, the ad hoc committee is willing to reconvene again if we may be of further help, perhaps in culling through resumes of nominees or whatever else you might need.

It has been our pleasure and honor to serve on the ad hoc committee. We await your further instructions.

On behalf of the ad hoc committee for the Tourism Commission ordinance recommendations,

Linn Parisi

Ad Hoc Committee May 2012
RECOMMENDATIONS FOR GLOUCESTER TOURISM COMMISSION ORDINANCE

CITY CLERK
GLOUCESTER, MA
12 MAY -9 AM 9:23

Composition

- 1) **Choose members for a new Tourism Commission from Gloucester tourism businesses.**

Commission Composition:

Representation (two members, staggered terms) from Restaurants

Representation (two members, staggered terms) from Accommodations

Representation (two members, staggered terms) from Attractions

Representation (two members, staggered terms) from Retailers- 1 Downtown, 1 not Downtown

Representation (two members, staggered terms) from Arts/Culture/Wellness

Representation (one member) At Large

Representation (Ex Officio) from Chamber of Commerce

Representation (Ex Officio) from Discover Gloucester

Representation (Ex Officio) from PR for Gloucester

Representation (Ex Officio) from City Council

Members should be owners of a Gloucester tourism based business with preference given to a Gloucester resident.

The Commission seats should number not less than seven nor more than eleven.

Chair is elected from within the Commission.

Post vacant seats on the City website and Facebook page.

What do we want them to do?

- 2) **Empower the Tourism Commission to devise an overall umbrella plan for Gloucester tourism to increase year round visitation and therefore tax collection, that includes:**

• **Communication.**

Develop and maintain tourism related data bases for use by the Commission for communication with all Gloucester tourism based businesses, adjunct City departments, civic/tourism related organizations, regional and State tourism bureaus and consumers.

Create a separate, interactive micro site for the Tourism Commission to communicate with tourism businesses and to recruit new members.

Create City government email addresses for the Tourism Commissioners and all other City Commissioners as well.

Develop and maintain a permission based consumer database.

Generate a quarterly report (Chair) to the Mayor and City Council that includes what the Tourism Commission has done; plans to do; the cost of the plan; benefits of the plan; the attendance of Tourism Commission members at Commission meetings.

• **Collaboration.**

Work with and liaise between Gloucester municipal departments i.e. DPW, CDC, DDC, EDIC, Waterways Board, etc. and civic tourism based organizations as necessary to nurture the Mission.

Attend adjunct meetings as necessary.

Partner with existing local groups that attract visitors here i.e. the Chamber of Commerce, St. Peter's Festival Committee, the Farmers Market, the Horribles Parade, etc., and regionally i.e. North of Boston CVB, MOTT, ENHC, NE CVB, etc.

- **Identity.**

Execute a branding study that will identify and define Gloucester's visitor based identity and will produce a branding program to promote the brand. (funded or co-funded by CDC? EDIC? Grant?) .

- **Infrastructure.**

Work with City departments and civic groups & organizations to identify potential attractions.

Advocate for infrastructure improvement re: public safety e.g., (railings and sidewalks on the Boulevard); beautification; traffic & parking e.g. (parking garages); way finding; hospitality e.g. (public restrooms), and others that impact becoming visitor ready which are also beneficial to our population in general.

- **Education.**

Seek out opportunities for seminars, workshops, certifications, etc. relating to growth in the tourism community.

Host periodic informational & networking meetings for the tourism community to discuss relevant issues.

- **Visitor Welcoming**

Assess and develop a plan for visitor welcoming that includes budgeting of resources; coordination & training of volunteers & staff; data collection; printed material needs; etc.

Coordinate with Downtown retailers for servicing cruise ship arrivals.

- **Marketing, Media and PR**

Develop a marketing plan for Gloucester tourism that may include but not be limited to the following-

Trade show representation: Coordinate representation either by attendance and/or cooperative buy in at selected trade shows to sell our destination to wholesale domestic, international, group and niche markets, and to consumer travel decision makers in our drive and extended drive markets.

Distribute leads to appropriate tourism businesses for follow up.

Familiarization Tours (FAMs): Coordinate familiarization tours for qualified travel & trade professionals, both individually and en masse through a vendor participation bank.

Advertising: Recommend & coordinate efforts for print; web based; multi-media; cooperative.

Web based: Oversee, coordinate and maintain the City's tourism website, GloucesterMA.com (**outsource?**).

Develop a destination blog; utilize YouTube, Twitter, Facebook and other social media.

Develop and distribute a consumer e newsletter for future newsletter marketing and consumer data collection.

Collateral: Recommend & coordinate City funded printed materials as necessary that may include producing and distribution of a Visitor Guide, maps, brochures, rack cards, business cards, Gloucester profile sheet, etc.

Public Relations. Contract (outsource) with a public relations firm that will pitch the best of Gloucester to multi-media outlets.

- **Grant Program**

Grant Program: Implement a grant program to provide money for Gloucester non-profit and Government organizations looking to develop festivals, events, etc. , both new and existing, e.g., (Block Parties, Schooner Festival, Seafood Trail,) that will increase and extend overnight visits.

How will they execute their new plan?

- 3) **Make an annual investment in Gloucester tourism of 50% of the previous fiscal year's collected hotel and restaurant tax** which will allow the Tourism Commission to execute the Gloucester tourism plan, either entirely or in selected segments of the plan via an RFP process to an entity or entities that will report directly to the Tourism Commission.



**CITY OF GLOUCESTER 2012
CITY COUNCIL ORDER**

ORDER: #CC2012-024
COUNCILLORS: Paul McGeary

DATE RECEIVED BY COUNCIL: 05/08/12
REFERRED TO: TC & O&A
FOR COUNCIL VOTE:

ORDERED that the Gloucester Code of Ordinances Chapter 22, entitled "Traffic and Motor Vehicles" Section 22-159, (Parking prohibited Between certain hours and on certain days) be amended as **ADDING** a new subsection (3) as follows:

(3) Davis Street Extension beginning at the northwest corner of 3 Davis Street Extension and continuing southeasterly on the southerly side for a distance of 60 feet between the hours of 8:00 a.m. and 9:00 a.m. and 2:00 p.m. and 3:00 p.m. on school days only; and further

ORDERED amend Section 22-267 (One-Way Streets - Generally) by **ADDING**: Chapel Street, in an easterly direction, from the intersection of East Main Street to Davis Street Extension during the hours of 8:00 a.m. and 8:45 a.m. and 2:00 p.m. and 2:45 p.m. on school days only. Chapel Street, in an westerly direction, from Mt. Pleasant Avenue to Davis Street Extension during the hours of 8:00 a.m. and 8:45 a.m. and 2:00 p.m. and 2:45 p.m. on school days only. Davis Street, in a southerly direction, from its intersection with Davis Street Extension to Highland Street during the hours of 8:00 a.m. and 8:45 a.m. and 2:00 p.m. and 2:45 p.m. on school days when school is in session; and further

ORDERED amend Sec. 22-265. (Turning Movements – Generally) By **ADDING**: Chapel Street, at its intersection with Davis Street Extension ascending from East Main Street, right turn only between the hours of 8:00 a.m. and 8:45 a.m. and 2:00 p.m. and 2:45 p.m. on school days when school is in session. Chapel Street, at its intersection with Davis Street Extension descending from Mt. Pleasant Avenue, left turn only between the hours of 8:00 a.m. and 8:45 a.m. and 2:00 p.m. and 2:45 p.m. on school days when school is in session; and further

ORDERED amend Sec. 22-267 (One Way Streets – Generally), by **DELETING**: Chapel Street, from Davis Street Extension to the intersection with East Main Street during the hours of 7:30 a.m. and 8:30 am and 1:30 p.m. and 2:30 p.m. on school days when school is in session.

And that this order be referred to the Traffic Commission and the Committee on Ordinances and Administration for review and recommendation.

Respectfully submitted,

Paul McGeary
Ward 1 Councilor



**CITY OF GLOUCESTER 2012
CITY COUNCIL ORDER**

ORDER: #CC2012-025
COUNCILLORS: Paul McGeary

DATE RECEIVED BY COUNCIL: 05/08/12
REFERRED TO: TC & O&A
FOR COUNCIL VOTE:

ORDERED that the Gloucester Code of Ordinances Chapter 22, entitled "Traffic and Motor Vehicles" Sec. 22-270.1 (Resident sticker parking only) be amended by **ADDING:** Farrington Avenue, southerly side from its intersection with Eastern Point Boulevard to its intersection with St. Louis Avenue from May 15 to September 15 of each year; and further

ORDERED that this matter be referred to the Traffic Commission and Ordinances and Administration Committee for review and recommendation.

Respectfully submitted,

Paul McGeary
Ward 1 Councilor



CITY OF GLOUCESTER 2012 CITY COUNCIL ORDER

ORDER: #CC2012-026
COUNCILLORS: Paul McGeary

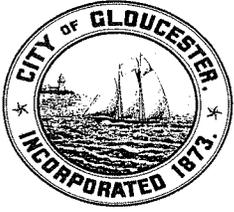
DATE RECEIVED BY COUNCIL: 05/08/12
REFERRED TO: TC & O&A
FOR COUNCIL VOTE:

ORDERED that the Gloucester Code of Ordinances Chapter 22, entitled "Traffic and Motor Vehicles" Sec. 22-270 (Parking Prohibited At All Times) be amended by **DELETING:** Eastern Point Road, westerly side, from the beginning of the white fence at Flat Wonson Cove (near pole #2651) to the end of the white fence (near pole #2648) approximately 220 feet in a southerly direction; and further

ORDERED that this matter be referred to the Traffic Commission and Ordinances and Administration Committee for review and recommendation.

Respectfully submitted,

Paul McGeary
Ward 1 Councilor



**CITY OF GLOUCESTER 2012
CITY COUNCIL ORDER**

| | |
|-------------------|---------------------|
| ORDER: | #CC2012-027 |
| Councillor | Paul McGeary |

| | |
|----------------------------------|-------------------------|
| DATE RECEIVED BY COUNCIL: | 05/0812 |
| REFERRED TO: | TC & O&A |
| FOR COUNCIL VOTE: | |

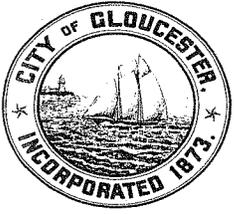
ORDERED that the GCO Sec. 22-287 entitled "Disabled veteran, handicapped parking" be amended by adding:

one (1) handicapped parking space in front Eastern Avenue #19

And further

ORDERED that this matter be referred to the Traffic Commission and the Ordinances and Administration Committee for review, recommendation and measurements.

Paul McGeary
City Councilor
Ward 1



**CITY OF GLOUCESTER 2012
CITY COUNCIL ORDER**

ORDER: #CC2012-027
Councillor Paul McGeary

DATE RECEIVED BY COUNCIL: 05/0812
REFERRED TO: TC & O&A
FOR COUNCIL VOTE:

ORDERED that the GCO Sec. 22-287 entitled "Disabled veteran, handicapped parking" be amended by adding:

one (1) handicapped parking space in front Eastern Avenue #19

And further

ORDERED that this matter be referred to the Traffic Commission and the Ordinances and Administration Committee for review, recommendation and measurements.

Paul McGeary
City Councilor
Ward 1