MSA Leadership Conference Webinar 2
Economic Recovery in Downtown Business Districts

*Tales of a Seasonal Community;
A Perfect Storm of Collaboration*

June 24, 2020

Jill R. Goldsmith, Chatham Town Manager
jgoldsmith@chatham-ma.gov
BOS COVID 19 Community Forum – May 11, 2020
ZOOM Open Platform

As we await word on when the Governor will lift the State’s COVID-19 stay-at-home advisory and closure order for non-essential businesses, the Chatham Board of Selectmen is already wrestling with a number of significant decisions heading into the summer season.

In the coming weeks, we will need to figure out how, when – or if – various events we host here in Chatham should be postponed, re-scheduled or cancelled. We also need to determine how to best “re-open for business” more broadly when the time comes.

But before we, as a Board, make any decisions, we want to hear from you…
Question 3:

How do businesses and non-profits operate effectively and safely?

For Zoom Users to Comment:
Click "Participants" at the bottom center of your screen. At the bottom of the window, click "Raise Hand."

For Phone Users to Comment:
Press *9 to raise hand. Press *6 to toggle on/off mute.

OR EMAIL...

communityforum@chatham-ma.gov
Downtown/Main Street Working Group

- May 27, 2020 – Chatham Chamber of Commerce/Merchants Association approached the BOS with a suggestion of changing traffic and pedestrian flow along Main Street to better promote social distancing – One way vehicular and pedestrian flows
- Concerns were raised during the meeting and by the Police and Fire Chiefs and DPW Director about safety issues with the proposal
- BOS felt that some sort of change warranted further discussion and asked the Town Manager to convene a working group to explore options
Downtown/Main Street Working Group

- Working Group consists of Town Staff including TM, CD & DPW Director, Police & Fire Chiefs, Health Agent, Rep from the BOS, Planning Board, Historic Business District Committee, Neighborhood Rep and members of the Chamber and Merchants Association – 19 members
- The Group held meetings through Microsoft Teams to discuss ideas
- A site walk was conducted by the group where members were able to offer ideas and listen to each others concerns
- The Group agreed that changing pedestrian and traffic flow would not only cause confusion, it could lead to enforcement issues
Downtown/Main Street Working Group

- 133 Parallel Parking Spaces (Undesignated/Free)
- Group decided on “repurposing” parking along Main Street, 14 spaces are reserved for “Curbside Pick-Up” and the group chose to temporarily eliminate 4 parking spaces around areas where pedestrians are known to congregate.
- June 16, 2020 – Recommendations approved by the BOS
- The Working Group will continue to meet weekly throughout the summer to evaluate the changes and further refine the plan if necessary
Squire – No Standing (10 Minutes) for Curbside Pick-up
Outdoor Dining Policy

• The Town Manager created an internal working group of staff to recommend a BOS policy and guidelines relating to outdoor dining
• The group had a recommendation to the BOS within a week of being convened – June 9, 2020
• Group meets twice a week as needed to review applications to ensure life and public safety requirements are met
• BOS reviews any application that requires an Alteration of Premises
• BOS has held special meetings as needed to accommodate the applicant and help to get the businesses open ASAP
Squire – (Temporary) Rear Parking Lot Use
BOH and BOH Collaboration

MASKS/Face Coverings 5/21/20

BOH institutes mandatory mask order in downtown area from 9AM – 9PM
Expanded to high traffic resident and visitor destinations:
  Fish Pier
  Lighthouse Overlook
  Transfer Station

BOH Voted Fines 6/22/20

"Please keep these requirements going for the summer and I will bring my shopping and dining starved friends and guest to Chatham every opportunity. " – Email from Recent Chatham Visitor
Weekly Community Updates

Chatham Helping Chatham

BOS Initiative on March 23, 2020

Private/Nonprofit Partnership
More than $400k raised

www.chathamimpactfund.com