



Town of Barnstable
Growth Management Department
Economic Development Commission



www.town.barnstable.ma.us/economicdevelopmentcommission

BEDC Meeting Minutes
April 22, 2014

Members present: Chris Kehoe – Chair, Jeff Craddock, Hartley Johnson, Roy Richardson, Tom Geiler, Hank Farnham
Members Absent: David Wood, Alan Feltham, Eric Steinhilber – Town Council liaison

Chair Kehoe called the meeting to order at 3:02 pm

Approval of Meeting Minutes – March 25, 2014 (Exhibit B)

Motion duly made by Hartley Johnson, seconded by Hank Farnham to approve the minutes of March 25, 2014 as amended.

Vote: Aye – Kehoe, Johnson, Craddock, Farnham;

Abstain – Richardson, Geiler

Approval of Minutes – March 25, 2014

Economic Development Commission 2014 Reappointment Form

David Wood (absent)

Chris Kehoe - signed

Richard Scali, Consumer Affairs Director – could not make it today. Will be on next meeting's agenda.

BEDC Members' Board/Committee/Commission reports:

Chair Kehoe: Made a liaison position with the Cape Cod Commission so we don't lose the CC Commission position. Roy Richardson is the current liaison. Present it to TC, Eric Steinhilber.

Introduction of Tom Geiler as new member of the committee (by Chair Kehoe). Retired. 40 years in regulatory position for the Town of Barnstable.

Hartley Johnson recapped Chair Kehoe presentation to the Town Council: Subject touched on was tourism economy. Most funding goes to tourism if not all of it. Hospitality is one of the lowest paying industries that we have information on. Creates problems; people with low wages, seasonal wages, migrant workers, Fire Dept. operate as if 150K population in the summer time which creates additional needs for fire and police. Flight of young people who leave cape for lack of sustainable wages and jobs. We generate a fair amount of revenue for the state of MA (a lot of which we never get back.) Considered a gateway city; definition median household income is below the state average. Viewed a favorable response from Town Council while Chair Kehoe was speaking with them. They expressed an interest in us coming back to them w/ plan; sales and marketing opportunity.

Marketing Plan / Discussion:

Johnson: (Exhibit C)

Lack of job diversity. Effect our social and economic growth.

Recommend that the town endorse a sales and marketing initiative. Designed to attract business and industry consistent with our natural capabilities; the goal being well paying technical, professional and product oriented jobs. If we want to go ahead with this we need to talk to Town Council and put together a plan for them to analyze.

Key areas for the outline of this plan;

Define the Product; Town of Barnstable (collect demographic information)

Define the Promotional means (website, tv, ads, printed material)

Identify Target Audiences – How are we going to talk to (individuals, businesses)

7-8 things to have in the plan when the commission goes to Town Council

- 1) Our Goal / Objective – Overview
- 2) Collection of Data (schools, transportation, tax rate)
- 3) Who are we going to talk to? (individuals, business)
- 4) How we are going to market this?
- 5) Where?
- 6) The means of delivery
- 7) Identify who can be a partner in this? (Chamber of Commerce, SE Business Development, WHOI)
- 8) Financing of the Project (town, state money, house bill 311 and house bill H4045 to promote economic development)

Seek professional assistance

Johnson: Would like to see the commission have speakers over the next 6 months

- 1) Regulatory (town/state)
- 2) Education (CCCC, Superintendent of Schools, Principal of the High School)
- 3) Politicians (State, Federal and Local)
- 4) Industry Projects (Otis AFB – drones, Wind Farm Project as a group)
- 5) Economic Organizations (Mass Econ, State Economic Development or SE MA Economic Development Group)
- 6) Partners that might work with us. CC Young Professionals and or Cape Cod Chamber

Chair Kehoe: Regulatory Speaker is on schedule (Scaly). Alan is speaking to CCCC to work on getting him to speak.

Richardson: Comments/Discussion of schools and how it's perceived. Contact the principal of the High school and ask him to come and talk about what is going on. Attended a talk a few weeks ago and a state representative spoke about the shore/waterfront and what type of businesses it fosters. One of our greatest assets are not only our drinking water but also recreational water. Planning: Who is here? Why is it that we have what we have? Create new opportunities for people; but if we do where do we put these people?

Discussion: Commission discussed the demographics of our town and also other areas of Massachusetts including Pittsfield, MA as an example.

Economic data is skewed in Barnstable for retail, food services and hotels compared to other towns.

The commission would like to have the Growth Management Dept. (representatives) at the Economic Development Commission meetings. Need to get the business studies from Growth Management and Cape Cod Commission. Need to gather data.

Farnham: Did not have an adequately trained work force to support large businesses in town. Let's find out what we want here. We have the data. Hospitality. Seniors – income is typical a lot lower.

Chair: Collect the data and split up the data for all of us to analyze

Looking at 5 Points

- Goal
- Collect the data

- Who?
- Who is going to do all this? (put it together)
- Funding sources (SE Econ Development Counsel, Grant Writer: Marcia King)

Commission wants data on the following:

Education – How do schools rank?

Health Care

Transportation – traffic, public transportation

Recreation – Golf, beaches, sports

Resources

Housing

Habitat

Identify these people/businesses and how we are going to talk to them. (Medical devices and packaging (Sencorp) Pharmaceutical Companies, Wind Farms and Drones)

Craddock: Rather than manufacturing focus on Technology companies (Savin - smart houses). Schools, keeping youth on cape, creating jobs for youths.

Farnham: The Chamber does have studies of demographic information.

Chair Kehoe: Has not asked Growth Management to come here yet. He will put them on the agenda for next month.

Commission Consensus: Would like to work with Growth Management and would like to see them at the meetings.

Farnham: Would like to get an update of what Growth Management is doing so we can work with them.

Richardson: We need to know about work force development too (David Agostino) CCCC.

Chair Kehoe: Study happening right now; why young people are leaving the Cape. Will get those results to look at when done. Wage studies.

Discussion: Incentives to get people to come and open business. Medical Industry. Zoning does not allow big manufacturing. We also need a list of what we don't want. Do existing companies contain their hazardous material? Need to focus on businesses that aren't restricted.

What do we want to see on Main Street and the Harbor? Successful business defined as businesses that make money, employee people, make good wages. Two main business zones Main St and the Industrial zone. What do we have to offer businesses?

Do we see the future being Main Street, Hyannis? The future is more in the Industrial zone. Success of really meaningful jobs and benefits.

Geiler: Social Media has changed commerce completely. CC is a community pre-dominantly made up of the elderly. Kids leave because they go to college and are pursuing a career off cape. They know there is something out there. This is happening everywhere not just here. What (data) do we have in house that we can use? Good years? Bad years? Can we identify trends? We're not going to stop the kids from leaving – they may come back in their 30's and 40's with money to invest. We need to identify what is welcome here, what does fit. We have a lot of good schools here. The education level is not holding us back. Part of it is our zoning (that is holding us back). But the zoning is there for a reason to protect what we have.

Johnson: Talk to people and work together with people that are concerned about the environment. How can economic development and environment co-exist.

Richardson: Cape Cod Commission regulatory process is extensive; has a lot of meetings and advisory groups. Economic Development talk to Lesley Richardson and review her Economic Development plan for the Cape. You can't down play the natural resources. We have to take care of the natural resources.

Johnson: Have to protect natural resources. There has to be a balance between protecting the environment and growth/commerce.

Farnham: Maybe we need to look at the economic section in the LCP and see what it says, revisit it. We ship a ton of money to Boston in meals tax and hospitality tax.

We need to create new opportunities here. Unemployment. Homeless.

Chair: Wrap up: Growth Management for data. Economic Development on LCP (Commission needs a copy of this and put it on agenda), Barnstable Town plan and regional plan.

Chair Kehoe: Membership; Sara Cushing, Jeannine Marshall are no longer here.

Assignments:

Agricultural Committee: Hank Farnham

Housing Committee: Hank Farnham

Licensing Authority: Tom Geiler

Chair Kehoe: Richard Scali – Will bring to us; a new business and an existing business and what it takes to get it through the regulatory process.

Chair Kehoe: Barnstable Business Website is a good resource.

West Main Street, Rte. 28, Rte. 132 are all highway Business District (bank or office only). Restricted what businesses can go in those areas

Agriculture Committee: Working on trying to get RFP for Danforth property to get agricultural use in the back 40 (working on this or 5 yrs). Will take a lot of revenue to get this going. Clear the land and sink a well. At some point there will be revenue coming in eventually. To take less out of general fund and offset the funds of operating.

Waterways Committee: Jeff Craddock. There is a lot going on – he will have a full report next month.

Cape Cod Commission – Roy Richardson: Ocean management plan and how it fits into the statewide program. Roy will get the name of the speaker he listened to.

Airport Commission – Hartley Johnson: No comment this month. Transportation information could have information that is useful to the commission (ie. additional terminal). Set up meeting, we'll go there.

Finance Committee – Hartley Johnson: Data for next meeting.

Town Council – Chris Kehoe. Going through budget right now. Did not allow ballot question for the Commission to go through.

Public Comment: None

Motion duly made by Farnham, seconded by Johnson to adjourn the meeting

Meeting adjourned at 4:35 pm

Next BEDC meeting May 27, 2014

List of documents / exhibits used by the Committee at the meeting

- Exhibit A: Meeting agenda dated April 22, 2014
- Exhibit B: Minutes dated March 25, 2014
- Exhibit C: Document: Hartley Johson's Marketing notes

Respectfully submitted,
Stacey Peacock
Administrative Assistant

*Public files are available for viewing during normal business hours in the Growth Management office
located on the 3rd floor of Town Hall, 367 Main Street, Hyannis*

*** Further detail may be obtained by viewing the video via Channel 18 on demand at <http://www.town.barnstable.ma.us> ***

APPROVED