



Town of Barnstable
Growth Management Department
Economic Development Commission



www.town.barnstable.ma.us/economicdevelopmentcommission

BEDC Meeting Minutes
July 22, 2014

Members present: Chris Kehoe – Chair, Hank Farnham, Alan Feltham, Tom Geiler, Jonathan Gilmore (new member)
Hartley Johnson

Members absent: Jeffrey Craddock, Roy Richardson, Eric Steinhilber

Also present: Councillor Phil Wallace, GMD representatives; Jo Anne Miller Buntich, John O'Brien, Mike Trovato and
Melissa Hersh.

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

Approval of Meeting Minutes – May 27, 2014 (Exhibit B) and June 24, 2014 (Exhibit C)

Motion duly made by Tom Geiler, seconded by Alan Feltham to approve the minutes of May 27, 2014

Vote: Aye All. Minutes approved as is.

Elections:

Nomination for Vice Chair: Alan Feltham Vice Chair (Motion brought by Chair Chris Kehoe, seconded by Hartley Johnson)

Nomination for Chair: Chris Kehoe to continue as Chair (Motion brought by Hartley Johnson, seconded by Alan Feltham)

Regulatory Subcommittee:

Tom Geiler: Review of Code and of what might be amendable and well received by the business community. There are a lot of sections that could be looked at. Highway business zoning is very restrictive unless by special permit. Current zoning has been in place for 30 years. There have been recent changes in interpretation. Use to Use Zoning used to be automatically acceptable (i.e. Retail left / Retail came in). Now (they are) considered change of use. This makes it more difficult. Rules and Regulations in the separate department codes can be looked at as well. West Main Street, Rte. 28 and Rte. 132 are the areas that are considered 'Highway District' and therefore zoning is restricted in those areas.

Discussion of last month's Regulatory Presentation:

Alan: The purpose of having Regulatory Services here was because Barnstable is said to not be business friendly as other communities. We did research with near by towns and the consensus was that we are more stringent than other towns. We didn't address the feeling that Barnstable is at a non-competitive position when it comes to regulatory.

Hartley: We didn't have concrete examples of where we lost business because of regulatory. Regulatory, they are ambassadors for us. Role is to help people and hold their hand through the process.

Hank: It would be helpful for the regulatory subcommittee to get together with Growth Management with regards to the out of date zoning. Listen to Growth Management (GMD) as to what really needs to be addressed and move forward with that. On the regulatory side of it, make changes for the non-profit and tent process, making it simple for people to get those permits.

Tom: It would be helpful to get together and look at some of the codes before we get into a discussion (with GMD). Should pick those things (to change) that we can be most successful on. It is difficult to get feedback from the business community. We could not get honest feedback from the in house survey process.

Hartley: Third party maybe more helpful in getting a more honest and appropriate evaluation.

Councillor Wallace: The Strategic Plan will be worked on, beginning now - September.

Hank: Can EDC help with the Economic Development portion of the Strategic Plan? Can zoning and regulatory improvement be included in the council's strategy to make business more appealing?

Tom: Regulatory is still very manual and it takes a lot of time. We are moving towards automating the process. 15 years we've been trying to make renewals automated on line, we still do not have that. There are 5,000-6,000 renewals that have to come into the office. Online renewals would work well for everyone.

Chris: Get together and find some specific zoning issues to work on before we bring to GMD.

Hank: Tom knows zoning really well and so does Growth Management. We want to make zoning quicker, easier and simpler to deal with.

Jo Anne: The zoning change process involves, by statute, the Planning Board. We poll the Zoning Board and see what works and what doesn't work; we have an ongoing dialog with them. The statutory participants in zoning change are the Planning Board and Town Council.

Tom: We should identify 3-4 easy things to amend. Do a survey of the business community of people who have been through it in the last couple of years? Ideas and concerns that they might have.

Jo Anne: We always have an ongoing discussion with business community and are working with them with focus groups. We have a good idea of what they are looking for. Not always zoning – some are physical changes. We are not exclusive, we are inclusive. We would like to see large scale changes to the zoning ordinances. We have to develop some concepts and build support, not a difficult task but it's a process. The way the ordinances are set up they are village specific ordinances. Then Centerville and Hyannis HB is in place. We can focus on the HB, the B and the industrial zones. The economy and the way people do business is changing so fast. We are dealing with 1970's ordinance which was before the information and data age. We need to be ready for changes. The town has decided where they want to grow and where they don't want to grow and we can focus on that. In September we can tell you the areas we think need changing. On the practitioner's side, small changes aren't as effective. You need resources to make the changes.

Tom: The majority of business is in Hyannis. I don't see a lot of change in that philosophy.

Jo Anne: We need more 'as of right'. We made up our mind of where we want to grow. Now we have to determine what we want to do and let people do it.

Chair: Have the sub-committee meet with Growth Management and can figure out a direction. Zoning Subcommittee is comprised of Tom, Hank, Chris.

Marketing Subcommittee:

Hartley Johnson read some notes from the subcommittee meeting. Discussion followed on the proposed marketing plan. We Lack diversity of employment which limits job opportunity.

Key Elements of the Marketing Plan Project - 4 areas

- 1) Development: The message we wish to convey to businesses
- 2) Production: Packaging of the message
- 3) Identity: Selection of target audience
- 4) Delivery: Of the message to the customer.

Object: To bring year round higher paying jobs to Cape Cod. Opportunity for the community to grow because of the economic plusses that these businesses will bring. Next step, if we are going to go forward, is to assign responsibility of who will do what. In house or sub-contract it out? Don't know if we have the resources or time to do it in house.

Discussion of Marketing Plan Development

Hank: Good idea to get the input from Town Council and see if they want us to move forward on this plan. Maybe this to the council's Strategic Plan in September.

Hartley: Energy, Drones on the air force base, Science/WHOI. We have many things we can go after.

Tom: Our problem is very complicated. A company that manufactures something needs to bring in raw materials and then ship out the finished product they want to be near infrastructure, highways, cities etc. They aren't going to bring all that here.

Jo Anne: An Entrepreneurial economy is what has developed. Manufacturing now means new things. Shared space, co-working space. We have a strong presence in the 'creative sector' which includes food retailing (Late July, Kayak Cookies).

John: Massachusetts today has an innovative economy. A knowledge based idea economy. Ideas comes from people that live here. An innovative economy is built from the ground up – established businesses don't really move anymore. Summit Sandbox. The public or start up group as a host; someone comes in with an idea and it is nurtured through the stages of starting a business. This is the nature of a capitalist society. Cape Cod Chamber of Commerce is putting forth an effort to help people with ideas and nurture them (help from local professionals). It is a different look at an economic strategy, an innovative economy.

Hartley: Airport Commission liaison – they have been working very hard to get a training school for power train and air train. Cape Cod Community College put a line item in their budget for a couple of million dollars aside to create the trainee program at the college. It was cut out of the budget.

Discussion on Cape Cod Community College program and marketing plan.

GMD Update:

Mike Trovato: Local Economy (building from the ground up)

We have attended various Economic Summits attended around the state

There is positive growth – state wide and locally

- Increased building permit numbers
- Real estate activity is busy
- National retailers coming here (Whole Foods, Kohl's, DSW)
- Car dealerships – new and remodeling projects. New BMW dealership
- Healthcare – buildings are being constructed. Hospital expanded recently.
- Financial – New banks, Eastern & Cooperative Bank. New Bank of Cape Cod location
- Collaborative workspace: Culinary cooperatives and art collaborative spaces looking at space here. Which are incubators for small businesses to start up.

E-permitting – is moving forward to stream line business permitting

Downtown – vacancies on Main Street are pretty low, New food establishments. The Pirate Museum has been approved
Symphony Orchestra wants to relocate downtown

Tourism: Hotels – expanding existing and new ones coming here.

HYCC attracts events for people coming to town - Figure Skating Nationals & Hockey & Basketball Events

Transportation - Cape Cod Flyer & Jet Blue

Rte. 28 corridor study – Bearse's Way to Old Stage Rd. (with Cape Cod Commission & Mass DOT)

South coast Bike Trail – approved by the council. Meeting with DPW in August to commence the project.

Sea Street Improvements

Film permit applications still coming in.

New intel commercial (see on town FB page)

Reality tv shows and commercials are interested in filming here.

Chair Kehoe: Do we have the unemployment workforce participation rates? Do we know what hotel revenue is? Hotel revenue has been down the last two years. Wondering if this has picked up?

Alan: The cape is based on the middle class. I have been receiving feedback that the middle class doesn't have the disposable income anymore. Unemployment could be going down, but we might all be working on lower wages.

Handout Boston Globe – Travel Section Sunday. Headline 'Hyannis Showcases Charm and Style' (Exhibit D).

Melissa: Arts and Cultural Coordinator - Supports the creative sector

Shanties – Active incubator program. Artists are juried into the program. (Shanty numbers and artist feedback handouts Exhibit E & F). We would like to expand the Shanty program.

Barnstable Village became the second cultural district in the Town of Barnstable in March.

Created HyArts Map to highlight arts and culture in all seven villages (Exhibit G).

CCRTA – purchased trolley. There is a shuttle from Hyannis to Barnstable Village.

Kennedy Legacy Trail – track visitors through phone system and website hits.

Shanties – Teaches artists how to sell. Creates our own modern day artist colonies – fosters connections within the art community.

John: American Planning Association Poll (Exhibit H) – Economic Development Strategies in smaller cities. What people want economic development to look like. We want to keep up to date with new strategies and apply it to our own demographics. We are collaborating with Cape Cod Young Professionals. We will continue to attend these summits and report back. Looks at what small cities should be investing in and how we use our resources. New leadership at Cape Cod Community College. The new president is focused on workforce development and linking them to the industries that are here.

Tom: Bridgewater State University has offerings in Yarmouth.

Jo Anne: The largest sector supporting our community is the visitor based sector. He (Dr. Cox) has a responsibility to that sector in workforce development, he is also interested in branching out to the marine sciences industry like Hydroid. CCCC is looking to support the growth of the local economy in ways that align to our industry here.

Tom: How about the minimum wage?

John: Wage inequality is a serious issue. When you have a middle class that doesn't have the ability to feed or educate their families. Cape Cod Chamber's focus has changed dramatically from tourism to a business organization involved in policy and economic development. Economic Development is a whole range of issues.

Jo Anne: We are looking at data in a metric oriented way, to communicate data better. Right now there are not any big projects, it could be because it's summer, things slow down.

Mike: If all things were electronic at 200 Main Street – it would make reporting and tracking a lot easier. There are over 2000 registered businesses in the town.

Jo Anne: We are working with Northeastern University – to find best use of their EDSAT tool. Northeastern University – Dukakis School EDSAT. It's similar to Shape the Cape. We'd like to walk you through a set of questions at your next meeting with our audience response system. Exhibit I - Economic Development Tool Kit Handout.

Public Comment: Councillor Phil Wallace

Recommended Jonathan Gilmore as the Commission's Liaison to Cape Cod Young Professionals.

Rail Trail Bike Path Update: There is a time constraint, they are going to have to move fast on pre-construction draft. Briefing was held today. Property chosen for exchange with housing authority for the Mary Dunn lot. There will be two meetings on design in late summer. Trail goes near wells located near airport and they are concerned about hunting capabilities in this area. We will go to Conservation PC for 75% funding. Council will vote to approve the agreements, easements, and the Article 97 transfers. Then we'll file the legislation. There will be one conservation restriction to be placed on Bridge Creek. There will still be hunting in that location. Senator Dan Wolf will file the Article 97 legislation after the first of the year and we will be on our way.

Motion to adjourn 4:38 pm. **Next BEDC meeting August 26, 2014.**

BEDC Members' Board/Committee/Commission assignments:

Hyannis Water Board	
HHDC	
Board of Health	Tom Geiler
Agriculture Committee	Hank Farnham
Waterways Committee	
Cape Cod Commission	Roy Richardson
Airport Commission	Hartley Johnson
CFAC	Hartley Johnson
Cape Cod Young Professionals	Jonathan Gilmore
Housing Committee	Hank Farnham
Cape Cod Chamber	Hank Farnham
Licensing Authority	Tom Geiler
School Committee	Alan Feltham
Town Council	Eric Steinhilber
Hyannis Area Chamber	Chris Kehoe
BID	Chris Kehoe

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

Exhibit A:	Meeting agenda dated July 22, 2014
Exhibit B:	Minutes dated May 27, 2014
Exhibit C:	Minutes dated June 24, 2014
Exhibit D:	Boston Globe Article, 'Hyannis Showcases charm and style', Travel Section Sunday, July 20th
Exhibit E:	Shanty Artist Statistics
Exhibit F:	Shanty Artist feedback handout
Exhibit G:	HyArts Map
Exhibit H:	American Planning Association Poll
Exhibit I:	Economic Development ToolKit

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> ****