



**Town of Barnstable
Growth Management Department
Economic Development Commission**

www.town.barnstable.ma.us/economicdevelopmentcommission

**EDC Meeting Minutes
December 22, 2015**

Members Present: Hank Farnham, Chris Kehoe - Chair, Tom Geiler, Hartley Johnson, Ted Wurzburg

Absent: Alan Feltham, Jonathan Gilmore

Also Present: Stacey Peacock - Administrative Assistant

Chris Kehoe called the meeting to order at 2:42 pm.

Approval of Meeting Minutes (Exhibit B): *Motion made by Wurzburg to approve the minutes of November 24, 2015 as written – the motion was seconded by Geiler. Vote: All Aye except Farnham who abstained because he was not present at the November meeting.*

New Business: EDC Member Site Visits – Sencorp White

Farnham, Johnson and Wurzburg visited on December 14th, spoke to CEO, Brian Urban and CFO Gregory Meikle of Sencorp White and was given a tour of the facility.

Johnson: Asked the question; What are the plusses & minuses of being located here on Cape Cod?
Answer:

- Plusses: The Quality of Life from having a business on the Cape.
Wurzburg: They love Cape Cod. It was the one big / only major plus – sailing, ocean, recreation.
- Minuses: Cost of Electricity (they use an abundance of). Asked if they had plans for solar – their answer was, not at this time.
- Minor difficulties with the Regulatory Process, not just with the town but at the State level.
Wurzburg ('a little more than minor') They stated universally every effort by other states to get them to relocate - in each case, each state had a project manager that would handle all state, local, town regulatory processes and issues. They stated they were offered all kinds of incentives to get them to move to other states ie. Mississippi offered golf memberships etc.

Johnson: They have limited growth opportunity on the property. 155,000 sq. ft. but only can use 30,000 of that right now. We could put together a model package that would include all kinds of incentives. Use Sencorp White as kind of a Poster Child which is typical of the type of business we'd like to pursue (light manufacturing and higher paid jobs).

Johnson asked: Any issues regarding your ability to find quality employees?

Ans: Wurzburg: They said it was very difficult to hire experienced machinists (\$50-70K range). If they're not here on Cape Cod already he has a problem trying to get them here.

The Cornell Company (parent company) wants Sencorp's revenue to grow 4 times it's size.

Farnham: We don't know the track of the Cornell Company. Sencorp White has 160 employees here. They work with the community college & the local tech schools to get kids to shadow and intern there.

Johnson: Businesses need a Project Manager that walks them through the process. Suggests we form a team to include a realtor, someone involved in the regulatory process, a rep. from the town manager's, and a money man (banker/venture capital). When we find out a business is relocating here, we have the team participate in that process.

If you look at the strategic plan (Town Council) from FY 2015 (Exhibit C – read aloud). They use the term 'Welcoming Committee'. We should do this earlier - do it before they are actually here.

Geiler: I think the friction is more at the State level. The communication is very difficult between state organizations.

Johnson: We need to involve the Cape Cod Commission and the State in this discussion.

Sencorp: Packaging side of the business and *White*: Materials Management and Storage side of it.

Wurzburg: Remove the onus on the individual coming from somewhere else. We need someone who says 'Give it to me and I'll do some of the running around or ask me and I'll figure it out'.

Farnham: We need an Ombudsman who reports directly to the Town Manager.

Wurzburg: The person would work out some of the problems when depts. collide (ie. DPW & Historic).

Johnson Feedback / Thoughts:

Consider a Project Manager

Workforce Training (talk to Dave Augustino)

Town and State Regulators (talk to)

Prepare an acquisition team

Address cost of utilities

Research: Talk to developers. What parcels are available for certain industries?

Geiler / Johnson asked for a map of available commercial parcels & how the parcels are zoned.

Farnham Feedback / Thoughts:

Excellent company employs 160 people

Extremely capital intensive business (they control 80% of their market)

Concerns: They are tenants in the building (they don't own it. Owned by Stu Bornstein). The high cost of Electricity. Limited room for expansion, they need a big space and are limited in Independence Park. The cost of acquisition and development here is high.

Wurzburg: If that business wasn't already here we'd have a hard time getting it here. There are transportation issues. The machinery they build is huge. Due to the size of some of the machines they made they had to close the bridge to get it off the Cape.

Johnson: Their competition is German. The Germans tend to only have 3 configurations. If people go to Sencorp White the machines are custom made. They have 20 Engineers on staff here.

Consensus that Sencorp White's growth likely won't all be here because of the growth challenge.

Cape Cod Healthcare: No visit to date.

Education: No visit to date. Geiler & Feltham are trying to set up a date to visit.

Old Business:
Marketing Plan

Johnson: Identify the target audience (SenCorp White, Cape Cod Healthcare, Cape Air, Cape Cod Potato Chips, Cape Cod Beer, Cape Cod Times, Savant). When we visit, find out the plusses & minuses.

Farnham: They are all tenants of Stu Bornstein. He is the biggest landlord in town. Maybe we invite Stu to a meeting to tell us about his tenants. He has a ton of space available and he has vacancies.

Wurzburg: Go look for companies at the start-up stage (garage to facility) stage.

Johnson: Wants the members to pick a place to go visit in the next 30 days.

Farnham Maria Marasco, Regional Economic Development Specialist, headquarters in Fall River. We need to talk to her. Perhaps she can help us find funding. Is Maria Marasco invited to the EDSAT?

EDSAT Meeting:

Kehoe and Johnson had questions and a list of people to invite to the January 8th EDSAT Meeting. Both Kehoe and Johnson were advised to contact Miller Buntich directly to discuss the invite list, location and other specific details regarding the EDSAT meeting.

Other:

The EDC discussed inviting Developers to future meetings. Inquired about the status of Open Cape and E-permitting.

Hartley: January Site Visit Suggestions - Not just businesses in Barnstable. Bentos, Hydrofoil, marine biology or technology industries in Woods Hole, Otis - Drone technology.

Wurzburg: There's no reason why those companies have to be clustered around Falmouth. They could come this way. Drones are an unconsolidated industry.

Geiler: We need to get involved in a third bridge, this is key for more industry on Cape Cod.

Zoning:

Iyannough Rd. / Zoning Eastern Section Rte. 28: Farnham: Waiting for the zoning language from Miller Buntich. Inquired about the status of the zoning changes going in front of the Planning Board?

Marketing Plan:

Kehoe: We agreed to have the councilors here for feedback, they were unable to attend the last two meetings due to timing of meetings.

Johnson: Does not think we need the councilor's input.

Wurzburg: Believes the EDC needs their feedback in order to achieve concurrence.

New Positions Added to the Town:

Geiler: Town is creating two new positions of Permit Coordinator to oversee the permitting process, starting with site plan review. Locally issued permits for construction or expansion (commercial focus). Job description Permitting Coordinator (Exhibit D) read out loud. Also a new Parking Program Manager position. Job description (Exhibit E) also read and discussed.

RFP (Request for Proposal): Next steps - Kehoe & Johnson to speak with Steinhilber to get feedback on how to bring this to the Town Council.

EDC asked what about Grants? Do we have a grant writer? (not at this time).

Geiler: Set up a meeting with the Cape Cod Commission EDC to discuss license plate money.

January Visits:

- Kehoe & Wurzburg to visit Cape Cod Healthcare
- Feltham to visit Education
- Johnson & Farnham to visit the Cape Cod Young Professionals.
- Kehoe & Johnson to visit with Councilor Eric Steinhilber.

Public Comment: None

Motion to adjourn: The EDC, having no further business, was adjourned at 4:10 pm.

Next BEDC meeting January 26, 2015.

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

Exhibit A: Agenda dated December 22, 2015

Exhibit B: Minutes November 24, 2015 workshop

Exhibit C: TC Strategic Plan

Exhibit D: Permit Coordinator – Job Description

Exhibit E: Parking Program Manager – Job Description

Respectfully submitted,
Stacey Peacock - Administrative Assistant
Growth Management

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> ***