



Town of Barnstable  
Growth Management Department  
Economic Development Commission

[www.town.barnstable.ma.us/economicdevelopmentcommission](http://www.town.barnstable.ma.us/economicdevelopmentcommission)

BEDC Meeting Minutes  
February 24, 2015

Members Present: Hank Farnham, Alan Feltham, Tom Geiler, Jonathan Gilmore, Hartley Johnson, Chair Chris Kehoe, Royden Richardson, Ted Wurzburg

Absent: Town Council Liaison Eric Steinhilber

Also Present: Town Councilor - Philip Wallace, Economic Development Specialist - Michael Trovato, Regulatory / Design Review Planner – Art Traczyk, Administrative Assistant - Stacey Peacock

Chair Christopher Kehoe called the meeting to order at 3:06 pm.

Approval of Meeting Minutes (Exhibit B & Exhibit C): Motion made by Hank Farnham to approve the minutes of October 28, 2014 and November 25, 2014 motion seconded by Hartley Johnson, Vote: Aye All. Minutes unanimously approved as is.

**GMD Updates / Mike Trovato:**

Side Note: Passing of Joe Cotellessa – Owner of the Gourmet Brunch for 30 years.

**Functions:**

- Working closely with Regulatory Services at 200 Main St. to learn their process.
- Marketing materials distributed; The BID, Chamber of Commerce(s) and Commercial Brokers (Exhibit D).
- Meets with Regulatory Department Heads on a regular basis to stay up to date with current projects.

**Updates:**

- Mall occupancy is currently at 97-98%. Hanks email regarding malls and commerce (Exhibit E)
- There is interest in creating a co-work business center downtown. A shared commercial office work space.
- Theater on Ice Program is coming to town June 2015. Expecting over 3,000 people for this event with an average stay of 4 days. HYCC is the host and it is being promoted, in part, by the Tourism Grant. Cape Cod Chamber handout (Exhibit F).
- Radio Shack is closing both Hyannis stores.
- Petty Cabs - coming this summer.
- A Film Application has been submitted for approval.
- Five Guys - interested in coming to town.
- No update on the Armory. It is at the Town Manager's Office.

**Discussion**

Johnson: Met with Asst. Town Manger discussed 'Co-Works' seems like a viable option for start-up businesses.

Trovato: Cape Cod Culinary & Cape Cod Makers have been working on a unified workspace here.

Johnson: Has there been any outreach to businesses like Marine Technology?

Trovato: If any, this will be mostly with the private sector. The Cape Cod Chamber is working with Woods Hole on an incubator program.

The Commission expressed an interest in having Woods Hole expand to our town rather than another town on the Cape.

### HOUSING NEEDS ASSESSMENT: (Exhibit G)

#### Discussion

Kehoe:

- Getting good year round full time jobs here is important to the integrity of the housing market and keeps young people here.
- Pages 54-57 summarizes the housing assessment. Depicts what it takes (income) to own or rent a house here.
- People are spending 30-50% of their income on housing which is well above of what it should be (25-30%).

Richardson: There are subsidized programs out there to help people with their housing payments. Richardson stated interest in having someone walk the EDC through the Housing Needs Assessment.

Feltham: Housing affects Economic Development. In order to afford to live here an individual needs to have an income of \$74,000.

#### Utility Concerns and Discussion

- Rapid rise in the cost of electricity on Cape Cod.
- The Cape used to be one of the higher cost areas for utilities and now we have had a 28% increase. Who can we talk to about this substantial increase?
- Possible future gas tax increase to fund the MBTA issues.

Kehoe: The bulk of the jobs here are service industry and retail. A lot of people make money – but not enough money to keep up with the increases or get subsidies.

Suggestions included;

- Contact Nstar's (Eversource) Human Relations Rep., Dennis Galvin.
- Contact Cape Light Compact – Feltham to talk to Cape Light Compact.
- Address the regulatory aspect of this.
- Go to the politicians and voice concerns.
- Gather information and figure out who we can reach out to.

Wurzberg: Energy costs / taxation is relatively level playing field. The remainder of the housing cost which is land derived, is not a level playing field. If there are TIF tax incentives for businesses can there also be something like that to offset housing? If housing remains un-addressed all other efforts won't make a difference.

Farnham: Received commentary from two members of the cape delegation regarding MBTA cost issues. They will be taking a closer look at the root of all expenses. The MBTA receives 40% of the gas tax income. MBTA is the leader in maintenance costs across the country in every category. If the Delegation is successful it could create some major improvements in how the MBTA works.

Wurzberg: We have as a nation, under-invested in our infrastructure. Would rather see the MBTA addressed with bond issues than with tax increases.

#### Regulatory Discussion with Art Traczyk – Growth Management:

Geiler / Farnham Summary of the Regulatory/Zoning Subcommittee work.

- Rte. 28 from Yarmouth Rd. to Baker Sq., Medical Zoned District.

- Property owners are not able to bring in medical businesses to the vacant properties.
- Once existing use ceases they have been unable to bring any business besides medical.
- Would like to revert to prior zoning or a combination of medical and other uses.

Traczyk: If you have a retail use now, you can maintain retail. It has to be retail of a similar nature. (ie. Use cannot go from furniture sales to shoe sales).

Geiler:

1. Part 1: People have to use Board of Appeals or get a variance which does not promote ease of use for a business. Suggests the EDC take concerns to the Planning Board to see if they would accept changes in business uses.
2. How do we make it easier for businesses to go into these spaces?

Planning Board is working on zoning themselves, a little further up Rte. 28.

Traczyk: Within the highway district (the B district) you can secure a special permit for any use permitted in the B District, (this is the most liberal district). Zoning was put in place in 1985 to monitor traffic and keep it in check. Doesn't feel that a special permit is that big of a hurdle to get past.

Geiler: I don't think it is the process, I think it is the time involved. Maybe the problem can be resolved just through site plan review, which would eliminate the need for a special permit, making the process quicker. It would save the town effort as well.

Trovato: There is a frustration amongst the landlords. How do you enact a zoning change to benefit that area?

Traczyk: The difficulty is finding out what the specific use is. It's changing due to the way people do business now; internet and home-based. Our ordinances aren't able to accommodate the changes in commerce.

EDC Feedback: The Rte. 28 Medical Zoning area has been a source of frustration for business owners. They would like to see it go back to the previous zoning, to include medical services as well as zoning by right. It has been 6-7 years with the current zoning and owners haven't been able to attract medical services here. There are still vacant units in this district.

Traczyk: Planning Board is working on some re-zoning on Rte. 132 (Barbos and Eastern Mountain Sports area). A proposal is going to Town Council to re-zone to a Highway District.

Richardson: If you look at Attucks Ln. the hospital has control of big piece of land. The intent is to get the traffic out of town. Let's contact Cape Cod Healthcare to see what they have planned for this area.

Councilor Wallace: The agenda for the Town Council meeting on Thursday 2015-048 is being put on the agenda for March 5<sup>th</sup> meeting. Two parcels affected; 1520 Iyannough Rd., 253 parcel 020 and 131 Attucks Ln., 254 parcel 012. Looking to put a bank at this location.

Geiler: There are dozens of properties in town that are zoned residential where every property around them is commercially zoned. This is a challenge for these owners as well.

Traczyk: I'm sure the Planning Board would like to hear the Commission's concerns and zoning issues that are out there. There is talk of the Planning Board reviewing all the commercial zoning districts. Traffic increase regulates the use of that district now. There are state regulations we have to adhere to as well. It is not just regulatory, there are other departments involved ie. Building, Health, Licensing, Conservation. The process is burdensome for staff too. Site plan review can be a very quick process (sometimes just a week.)

Johnson: We may need to look at the regulations in a different manner in order to make it advantageous to both the town and business.

EDC's role is to make sure it is not difficult to do business in Barnstable. Regulation has a major impact on business. Our objective is to make it easier for people.

Geiler / Farnham to write a draft up for the Planning Board Chair to be sent on behalf of the EDC.  
Farnham to seek an informal meeting with Growth Management and Planning Board members.

#### OLD BUSINESS:

##### Marketing Subcommittee:

Johnson: Objective: To Market Barnstable as a place for business. De-bunk the myth that people on the Cape do not want business here. Direct reference to Cape Cod Commission's strategic plan (Exhibit H). People want business here but we need to be selective.

- Be creative and think outside the box. Ie. Councilor Wallace was in Illinois skiing out west on a golf course.
- We can combine with other towns and use our leverage and purchasing power for electricity, supplies and to attract business here.
- The council that gives out license plate money for grants stated there is going to be a lot of money spent in wastewater treatment. Are there opportunities for waste water companies here?
- Mentoring programs for young people in careers? Scientific, Administrative, Artistic endeavors.

As an advisory committee, if the town council approves a marketing plan we need to know who is going to execute it. Johnson met with a marketing consulting firm, they would be a resource to consider.

Additional topics discussed with the Town Manager's Office;

- The new Aircraft Technology Program
- Marine Technology Programs: Cape Fear - Wilmington, NC program at a Community College.
- The need to focus on industries that are compatible with what we already have here.

Kehoe: Mark Ells showed John Cox the Cape Fear Program. Cape Cod Community College is interested in a Marine Technology Program.

Wurzburg: Public / Private partnership with Woods Hole.

Councilor Wallace: Attended the MEMA seminar. How to attract new businesses to your town. Joseph Aboud was represented. Most clothing manufacturing is outsourced to Asia. Joseph Aboud chose New Bedford for two reasons; 1) because of the work force that was available 2) the facilities that were available. We could fit into that model.

Kehoe: We should attend the Planning Board meetings, make some recommendations and get on the agenda. We should have a game plan before we approach them. We aren't going to write zoning, we can make recommendations. Zoning recommendations need to go through legal first.

#### LIAISON REPORTS:

##### Hyannis Chamber of Commerce, Kehoe:

- Working on the Car Show and Antique Motorcycle show.
- Re-assigned the JFK Museum lease to the JFK foundation. Enables the JFK Foundation to go after larger donations. As a 5013C they will be able to realize their potential.
- Hyannis Chamber offices moved to 356 South Street (from the JFK Museum).

##### Cape Cod Commission, Richardson:

This week at the Hyannis Conference Center there is a Cape One / Cape Wide representative Conference – addressing the water issues on Cape Cod.

##### Public Comment:

Councilor Wallace: Shellfish Committee: Considering change in the current regulations. New grant owners will have to show investment in their grants over 3-5 year period. People got a hold of leases, didn't work their grants, and instead sold them to make profits.

Sandy Neck Beach Board: Replenished dunes from Nemo cost \$125,000. Another storm in December cost \$98,000 and the last storm we lost the dunes again. Appropriated another \$50,000 to bring in sacrificial sand. We have 559 miles of coastline on Cape Cod. It is the biggest reason people come here. A plan for a 5 year fix will cost what we have spent this year on a soft fix. All the money is coming out of the enterprise fund at Sandy Neck.

Motion made by Hartley Johnson to adjourn. Motion seconded by Tom Geiler. Meeting was Adjourned at 4:45 pm.

**Next BEDC meeting March 24, 2015.**

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

Exhibit A:	Meeting agenda dated February 24, 2015
Exhibit B:	Minutes dated October 28, 2014
Exhibit C:	Minutes dated November 25, 2014
Exhibit D:	Marketing Post Card - Business Barnstable
Exhibit E:	Retailers are Closing Up Shop article
Exhibit F:	Cape Cod Chamber – Theater on Ice handout
Exhibit G:	Housing Needs Assessment
Exhibit H:	Cape Cod Commission Strategic Plan

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 3<sup>d</sup> 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> \*\**