



Town of Barnstable
Growth Management Department
Economic Development Commission

www.town.barnstable.ma.us/economicdevelopmentcommission

BEDC Meeting Minutes
March 24, 2015

Members Present: Hank Farnham, Tom Geiler, Hartley Johnson, Chair Chris Kehoe, Royden Richardson, Eric Steinhilber, Ted Wurzburg
Absent: Alan Feltham, Jonathan Gilmore
Also Present: Town Councilor - Philip Wallace, Administrative Assistant - Stacey Peacock

Chair Christopher Kehoe called the meeting to order at 3:01 pm.

Approval of Meeting Minutes (Exhibit B): **Motion made by Richardson to approve the minutes of February 24, 2015 - seconded by Geiler. Vote: Aye All. Minutes unanimously approved as amended.**

New Business:

Marketing:

Johnson: Handout (Exhibit C) highlights the concerns of the EDC regarding economic growth. Project Building Blocks include; Product, Delivery Vehicle of Product, Customer Identification, Delivery.

Goal is to create year round jobs, higher wages and address cost of living. Johnson would like to bring this in front of the Town Council. If endorsed, EDC can go from there. Johnson has spoken with the Town Manager's Office and to a Marketing Firm.

Other points brought up by Johnson:

- Young professionals have asked for a mentoring program.
- Conversationalist meeting occurred last week (incl. politicians and state reps.). EDC should have a representative at these meetings.
- MA Development awarded a grant to a drone company (Plymouth). Maybe EDC should be talking to MA Development (state organization) and see what opportunities there are.

Kehoe: Visited the Plymouth Drone Co on the MA Development website and read from an article on there <http://www.massdevelopment.com/press-room/press/releases/massdevelopment-selects-avwatch-to-operate-and-manage-test-ranges-for-unmanned-aircraft-systems-at-joint-base-cape-cod> (Exhibit D). EDC discussed the Drone industry.

The EDC's role in the Marketing Plan;

- Advise whoever is going to execute the marketing plan
- Assist with building the foundation of the program
- Monitor the program
- Contribute to the execution of the plan

Wurzberg: We need to characterize the type of business we are targeting. We need criteria by which to evaluate them first.

Farnham: Would like some direction from the Council. We need Growth Management input and then maybe some outside assistance as well.

Steinhilber: At the MMA conference, they identified roadblocks that exist today. Number one was zoning determinations - 'how quickly we can open up shop in a town?'

Tribal Vision Marketing Firm identified <http://tribalvision.com>.

Kehoe believes Marketing is EDC's job.

Steinhilber suggests a Cape based Marketing firm. He has worked with one here.

Councilor Wallace: The question is, who sells it? Many cities use the Mayor. The highest ranking individual in the town is the Town Council President. Get the highest ranking member in town to market. Wisconsin found that the neighboring states have increased taxes so much they are forcing businesses out, neighboring states are scooping them up. They give businesses 5 year breaks on property tax or state income tax.

Steinhilber: (Zoning and Regulations) Talk of pulling the Cape Cod Commission back from overseeing regulation and also getting away from mitigation fees. Don't punish people when they develop. We need to identify what is left to develop here in town. There are 40-50 acres left in Independence Park. Identify land then market to subgroups that would fit in there, at the same time address zoning issues.

Richardson: Cape Cod Commission worked on section H to expand sq. footage. That has only been used once. The Cape Cod Commission is a much different organization than it was 15 years ago.

Geiler: We don't know what those 40-50 parcels are zoned for. A lot of manufacturing or medical use business can't go in there because of well water protection. Let's see what is allowed.

Other industries mentioned: Marine Technology, Pump-out Stations, Aeronautics and Waste Water.

Kehoe: What is the next step?

EDC is in agreement they will not be executing a marketing plan themselves. The Town Council would need to give the Town Manager authorization to create a committee. EDC will make a formal ask to the council. Will need an initial \$30,000 investment for a Marketing Firm, then \$6500 a month.

Steinhilber: We will need a joint committee with many representatives on it. A working group from Town Council, Town Manager's Office, Growth Management and Private Sector. If you want people here year round, you need to bring industry here to support people year round as well as quality of life infrastructure. Malls are becoming mixed use; retail, housing and entertainment in one space.

Richardson left the meeting at 4:06 pm.

EDC to put together a formal ask for the next meeting. EDC to approach the Town Council and then request proposals from Marketing Firms. EDC would like to see a proactive chairman, who is skilled in sales and reports directly to the Town Manager.

Wurzberg: Growth Management has a conflicting roll of Marketing and Zoning/Regulatory.

Geiler: The Council has limited money, maybe an in house person isn't the best thing. Can we outsource (someone part-time) to accomplish marketing?

Old Business:

Regulatory Updates:

Geiler: Suggested adding the previous zoning back to the district & leaving medical use in as well.

Farnham to work with Growth Management to put a letter together for the Planning / Zoning Board before the next meeting.

Plan: Get the marketing plan in place and then ask GMD to work with us on zoning.

Geiler: There are a dozen ordinances on the books we don't use or are illegal by the government that we should look at.

Liaison Reports:

- Board of Health: (Geiler) Lifeguard issues, but nothing done yet.
- Agricultural Committee: (Farnham) Meeting every other month now. May drop thought of introducing agriculture to the Danforth property.
- Housing Committee: (Farnham) Housing Needs Assessment
- Airport / CFAC: (Johnson) No update
- Shellfish Committee: (Councilor Wallace) Natural Resource Officers have surveyed – 14 new grants. D due to positioning, only about 10-11 available. Grantees now have to prove they are investing in their grant, in order to keep their grant. It can take 3-5 years until they see a profit.

Other:

Suggestion: Adding a 5 minute session to the end of the meeting, every 3 months to review what has been accomplished over the past 3 months.

Upcoming: There is a Regional Transportation Plan public meeting on April 8th at the Town Hall.

Motion made by Johnson to adjourn. Motion seconded by Geiler. Meeting was Adjourned at 4:25 pm.

Next BEDC meeting April 28, 2015.

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

- Exhibit A: Meeting agenda dated March 24, 2015
- Exhibit B: Minutes dated February 24, 2014
- Exhibit C: Johnson's Marketing Program Handout
- Exhibit D: Article: Mass Development Drone article

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> ***