



Town of Barnstable
Growth Management Department
Economic Development Commission

www.town.barnstable.ma.us/economicdevelopmentcommission

BEDC Meeting Minutes
May 26, 2015

Present: Tom Geiler, Hartley Johnson, Chair Chris Kehoe, Ted Wurzburg, Alan Feltham, Jonathan Gilmore, Eric Steinhilber, Hank Farnham
Absent: Royden Richardson
Also Present: Administrative Assistant: Stacey Peacock, Mike Trovato: Economic Development Specialist Growth Management.

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

Approval of Meeting Minutes (Exhibit B): **Motion made by Geiler to approve the minutes of April 28, 2015 - seconded by Johnson. Vote: All Aye. Minutes unanimously approved as written.**

GMD Updates:

Trovato: Thanked the Commission for attending the EDSAT meeting this morning. Final EDSAT meeting likely to be scheduled in July or August in the Hearing Room.

- Commercial Broker Workshop set for June 9th. Goals for this workshop and beyond:
 - 1) Educate – Permitting process overview
 - 2) Find out the challenges their customers have
 - 3) Goal is to work more closely with the real estate market, to be action oriented
 - 4) Improve upon communication and open up dialogue with the industry
- Communication Suggestions from the Commission:
 - Best to communicate before the regulations are changed or adopted.
 - Invite them to get involved in the amendment process. Email them for input.
 - Also Communicate changes after regulations are adopted make people aware.
- Smarter Cape Summit: Housing focus this year – focus was on solutions.
- American Bus Association Meeting: The state of the motor coach industry. Big industry on Cape Cod with a very positive relationship.
- Downtown Development Conference this month in Haverhill with Jay Ash as the speaker. The future of economic development.
- Film Project: Hoarders in Cotuit – a live broadcast on Thursday night.
- SBA, Score and the AARP Seminar targeting 'Entrepreneurs over 50' on June 3rd in the Hearing Room.
- Mini Makers Fair May 30th at Cape Cod Community College. Robotics and High-tech Hobbyists.
- Theater on Ice in June at the HYCC. 5,000 room nights committed and 3500 in Hyannis alone for that event. Huge economic impact from that one event (\$4 million throughout the Mid Cape)

Johnson: Have we identified businesses that could go into vacant town buildings? Suggests the commission come up with some viable ideas for businesses to go into these vacant buildings.

Geiler: The Town Council is very careful about town owned properties. They work closely with the village associations. The first thought is usually a need in the community. The Armory is historic.

Wurzberg: Need to find out the specific value for a business to occupy an empty building. Will need incentives.

Trovato: History of the Armory; the building was State owned and then given to the Town with stipulation that it remain a public building. There was a feasibility study done on the Armory in recent years.

Farnham: EDC could give recommendations for these buildings.

Kehoe: For example BSU Cape Cod Campus. Yarmouth is renting the school to them for \$1. They have 25 students now but have a capacity of 450 students there.

A lot of these buildings are historical (ie. the Armory). It is a difficult site to develop.

New Business:

Marketing Plan: Process is to go to the Town Council and if they approve the plan, it will be directed to the Town Manager. The EDC is hoping for council feedback.

Steinhilber: Something this big would have to go out to bid. Identify the problems and address those first. Address the regulatory issues first, or they will still run into snags. Have you looked into Grant Money to see where the funding is going to come from? Thinks the initial ask should be for the Town Council to form a Committee to address the Marketing Plan. The end game is to be pro-active in getting new business here. You are going to want a Commercial Broker, Developer, Town Council Member, Growth Management, EDC member, and Regulatory on this committee. Is this for an outside consultant or is it internal?

Kehoe: Ask that the Town Manager appoint a committee to handle this. Would like to see an Economic Development Specialist in charge of this who reports directly to the Town Manager.

Johnson: At the EDSAT workshop today we went over each one of the characteristics relating to the Marketing Plan. When we identify a customer we can then refer them to the Town of Barnstable because we have addressed and identified their needs.

Wurzberg: (Identify needs) To make our Town more attractive to those who will be a good fit here.

Steinhilber: The marketing plan is a little loose as it is. Economic Development is at the top of the priority list in the town now.

Johnson: If we take the money out of the plan, we should still proceed with the Town Council. Part of this plan is finding a working group.

Farnham: The Council will define what the committee will be. Thinks there is a damper on the Economic Development Specialist being in Growth Management because of the regulatory focus there. This way the Town Manager would be directly involved in economic development as overseer of the Economic Development Specialist.

The EDC wants to make sure the plan answers all the questions the Council will have and create modules based on who we are targeting.

Steinhilber: Would like the proposal to read: To create a position, of someone who proactively pursues industries and higher paying jobs and goes after niche markets. We should highlight the ultimate goal.

Specific Edits Discussed:

- Cross out section E and remove the specific financial monetary ask

Edits to be Worked On:

- Add a specific strategy to address perceived weaknesses of the town
- Include the role of the Economic Development Specialist (under the Town Manager).
- Use the final EDSAT results to fill in the details. This is designed to address #1 or 2 on the Town Council's strategic list (economic development). Will have EDSAT results in 4-6 weeks.
- Include details on the committee the EDC is asking to be formed including an outline the new committee members (who this should be).

Kehoe: Governor has asked for a complete hadud of all regulatory and zoning issues. To get rid of what isn't needed and has given a year to look at these.

Farnham to look at the revisions. The EDC feels they are looking at September or October because there is only one Town Council meeting in July and August. EDC came to the conclusion that the Marketing Plan needs more revisions, it is not finished at this time.

There was No Vote on the Marketing Plan. The EDC to make further revisions.

Regulatory / Zoning: Geiler: Nothing has happened. The focus was on getting something written up. We have notes right now and need to make it into a proposal and then meet with the Planning Board.

Kehoe: Possibly need Growth Management and Legal input on exactly what needs to be done.

Farnham: Read Citizen Beaty's email out loud (Exhibit D). EDC discussed making the agenda more detailed.

Old Business:

Electric and Utility Companies: Feltham has reached out to utility companies. A speaker is probable at a future meeting.

Hyannis Chamber - Kehoe: Car Show Commemorative Book (5000 copies) of history and pictures.

Annual golf tournament: it rained but it was a complete success. The Vintage Motorcycle show is being planned, sponsors have been lined up. Proceeds to go to the Michael J. Flick Foundation which goes to local children's charities.

Agenda item for next month to define the specific liaison roles for each of the EDC subcommittees due to changes in the committee over time.

Airport - Johnson: The Hanger they were going to use for aviation training didn't pan out. Wants to make sure the aviation program stays here on Cape Cod. Johnson to get a status update.

Public Comment: None

Motion to adjourn: EDC having no further business, Wurzburg made a motion to adjourn the meeting, the motion was seconded by Farnham. The meeting was adjourned at 4:27 pm.

Next BEDC meeting June 23, 2015.

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

- Exhibit A: Agenda dated May 26, 2015
- Exhibit B: Minutes from the April 28, 2015 meeting
- Exhibit C: Marketing Plan Revision
- Exhibit D: Email from Public; Ronald Beaty

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> ***

APPROVED