



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  
June 23, 2015

Present: Hank Farnham, Alan Feltham, Tom Geiler, Hartley Johnson, Royden Richardson

Absent: Chair Chris Kehoe, Ted Wurzburg, Jonathan Gilmore, Eric Steinhilber

Also Present: Councilor Philip Wallace, Mike Trovato: Economic Development Specialist Growth Management, Administrative Assistant: Stacey Peacock,.

Acting Chair Alan Feltham called the meeting to order at 3:04 pm.

Approval of Meeting Minutes (Exhibit B): **Motion made by Hartley Johnson to approve the minutes of May 26, 2015 as written – the motion was seconded by Tom Geiler. Vote: All Aye. Royden Richardson abstained from the vote as he was not present at the May meeting. Minutes approved as written.**

**Car show was cancelled due to the weather on Father's Day. Those who brought vehicles to the show were given rain checks for next year. 340 vehicles were signed up as of Friday.**

**GMD Updates: Trovato**

- HYCC Skating Event: Will get the final numbers / statistics. 5,000 room nights were booked.
- Commercial Brokers Workshop: Lightly attended but grateful for the information. Will be reaching out to those who were unable to attend.
- 50+ Entrepreneur event hosted by AARP, SBA and SCORE: 30 attendees at that event.
- Attended a conference at Boston University: Synopsis of the Baker Administration's priorities;
  - Work Force Development
  - Regulations – 2000 state regulations looking to stream line
  - Additional Focus on; High Growth (ie. life sciences) and Emerging sectors (ie. cyber security), Higher Education and Fishing Industry
  - Will be also looking at the surplus of State land
  - New and existing Market Rate Housing for workforce development
  - MassWorks program – targeting a 15% increase in MassWorks
    - Grants: strategic investments, transportation, gateway cities and town centers
    - Projects: roadways, utilities, public transportation, parking, lighting
- Round Table Conference this Thursday at Cape Cod Community College

Wallace: Meeting with Karen Pollito today question brought up if Brownfields Funding would be available to put towards cleaning up our shooting range? The answer is, yes it would be.

Trovato: Cape Cod Community College Aviation Program update. The State wanted to purchase two hangars at the Barnstable Airport from the Davenport Co for this program however the negotiations

fell through in regards to price so the State put it out RFP for a lease agreement which was due June 16<sup>th</sup>. We have not heard yet on the RFP. The Town Manager sent a letter of support along with the Airport Commissioner.

EDC is in agreement that this program needs to stay here. Town is very much in support of this program.

Maria Marasco has set up Thursday's program. Councilor Wallace is a facilitator of a round table discussion for Thursday (it is sold out) at Cape Cod Community College.

Feltham: Important that a lot of people attend Thursday's round table event.

Johnson: Town Council approved a FY 2015 strategic plan in November 6, 2014. Is there a plan in place for GMD to work on this? Johnson reads from the Town Council Strategic Plan (Exhibit C).

Trovato: Economic Development is always on going.

Feltham: Maybe we should invite Jo Anne Miller Buntich to come to the next meeting to give us an update on the Town Council Economic Development Strategic Plan.

Hartley: Would like to see the Town Manager at the next meeting as well.

Wallace: The focus of the 2014 Economic Development Strategic Plan is on increasing the quality of life for people.

Geiler: The Town Manager is the one at the head of implementing the strategic plan.

Feltham: Is there an auditing system for the Strategic Plan year by year to see what has been accomplished? Successful strategic plans need an audit system – even to remind people of what has been done.

Wallace: We constructed an early learning center at Hyannis West Elementary and replaced the mobile units at Barnstable West Barnstable with new state of the art modular units. We are achieving our goals in the realm of education. Economic Growth is difficult for a few different reasons; we are largely a second home community and a tourism based economy. Average salary of the service industry is about \$26,000. The median value of real estate (medium priced home) is about \$309,400. We need jobs that pay the kind of salaries that allow people to buy that medium priced homes and we don't have that. We were sitting on foreclosures that were not allowing our properties to increase in value which was stagnating the growth of the town.

Johnson: You have to create incentives for people to want to come here.

Wallace: the Town Council talks about mitigation all the time for example the Hyannis Harbor Hotel wanted to bring their room numbers up to about 200. The Town Council voted on an arbitrary mitigation number of about \$150,000. Arbitrary mitigation doesn't send out a good message. Town Council by it's make up seems to be becoming a more business friendly Town Council.

Richardson: Getting the feel of the economic development in town - you have to have people to work. Lots of houses are for sale. People buy them and are putting a ton of money into them. Also the realtors are now all huge name realtors, there are no longer smaller name realtors anymore.

**Old Business:**

**Electric and Utilities Update – Feltham:** Spoke to Eversource (representative) and the conversation ended with 'you have to understand that this is only the beginning of the rate increases' when asked why our base rate utility rate has gone up 42% in 9 months. The EDC would like to have an Eversource representative at a future meeting.

**Airport Committee - Johnson:** Aviation program update. They had to put it out to RFP. Plymouth and New Bedford were both interested. Met with John Cox last week, Cape Cod Community College has this program highlighted in their brochure. The state and the owner couldn't come together on a price. The college was given two million dollars for the school, they are going ahead with it but the question is where?

**Regulatory / Zoning – Farnham:** Spoke with the Planning Board and asked to be on the agenda for their July 13<sup>th</sup> meeting. We are looking at the Yarmouth Road area which was re-zoned for Medical Use. Landlords cannot get tenants in because they have lost their prior use zoning. Felicia Penn has submitted her resignation to the Planning Board after 12 years.

Discussion on soliciting new Committee/Commission Members for Boards and Committees.

Dates and Suggestions for Future EDC meetings:

- Dr. Cox (Alan Feltham to reach out to Dr. Cox)
- **August: Dr. Alexander – Bridgewater State Economic Speaker (this is set up for August)**
- Dr. Barry Bluestone to present the final EDSAT results – Growth Management
- Presentation of Marine Technology Program in Alexandria, VA
- Maria Marasco – Southeast Economic Development (MA)
- Hold meetings at different venues in town
- Invite a car dealership spokesperson to meeting

**EDC Review & Definition of Subcommittee Liaison Positions:** Tabled to next month

Wallace: Town Council voted on zoning changes at Rte. 132 / Enterprise Rd. to allow for Chic-Fil-A.

**Greater Hyannis Civic Association – Feltham:** The focus of the meeting was strategic qualitative goals and creating an area of business development. The subject of the 'seediness' of downtown Hyannis was discussed (people, problems, homeless and drugs). Hyannis has become a dumping ground for other parts of the Cape and the State. There is a proposed drug rehab center to go in near Bradford's Hardware. It was the feeling of the Association that something needed to be done to correct these issues.

Wallace: At the last Town Council Meeting after the town budget at the last meeting the Chief of Police spoke and stated the NOAH Shelter is way too close to downtown Hyannis. It is the closest shelter of it's type from here to Raynham. It has gotten worse.

EDC Discussion of the state of affairs in Hyannis: homeless, addicts, derelicts, homeless camps.

### **New Business:**

#### **Marketing Plan: Revisions**

Johnson: Moves to present the Marketing Plan to the Town Council.

Feltham: Why did the Quantification get taken out of the plan?

The Commission discussed the quantitative section of the Marketing Plan in depth; specifically to include it in the plan or not. It was agreed that there is no money in the budget for this year (budget is already set for fiscal year 2016) however many felt the concept of the 'need for funding' should be left in the plan.

Wallace: If you need to get this on the Town Council Agenda you will likely need Ann Canedy and Jessica Rapp Grasseti here at a meeting.

Councilor Wallace was asked if He and Eric Steinhilber could back the marketing plan in order to bring it in front of the Town Council.

Richardson left the meeting at 4:33 pm. The Quorum was lost for the meeting at this time.

No decision was made regarding the quantitative section of the marketing plan before the quorum was lost.

Geiler: Has concerns that we might be ahead of ourselves here and also has infrastructure concerns.

Feltham: Maybe the marketing plan needs to be re-framed. The real goal: We need jobs and better paying jobs. There is a wealth gap between the cost of living and what the average family is making. We are advising the Town Council of the need for a Marketing Plan. How do we get this to Town Council?

Wallace: The Chair of this Commission writes a letter to the Town Council with recommendations (marketing plan). The leadership will review it and decide if it will be added to the agenda.

Farnham: Read from the Town Council Strategic Plan - Economic Development 11/6/2014 (Exhibit C).

Geiler: Since he is mentioned in the Strategic plan we should talk with the Town Manager and also the Town Council President and Town Council Vice President before we send a letter.

The consensus was to incorporate the Town Council Strategic Plan into the Marketing Plan in a new revised introduction. Johnson to revise the Marketing Plan introduction and send it out to the EDC. He will not be in attendance at the July meeting. Invite Town Council members to a meeting this fall.

Public Comment: None

Motion to adjourn: The EDC, having no further business, Hartley Johnson made a motion to adjourn the meeting, the motion was seconded by Tom Geiler. The meeting was adjourned at 4:50 pm.

#### **Next BEDC meeting July 28, 2015.**

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

Exhibit A: Agenda dated June 23, 2015

Exhibit B: Minutes from the May 26, 2015 meeting

Exhibit C: Town Council FY 2015 Economic Development Strategic Plan (11/6/2014)

Exhibit D: Marketing Plan Revision for June 23<sup>rd</sup> Meeting

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>rd</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> \*\**