



Town of Barnstable
Growth Management Department
Economic Development Commission

www.town.barnstable.ma.us/economicdevelopmentcommission

BEDC Meeting Minutes
July 28, 2015

Present: Hank Farnham, Alan Feltham, Tom Geiler, Chair Chris Kehoe, Royden Richardson

Absent: Jonathan Gilmore, Hartley Johnson, Ted Wurzburg, Eric Steinhilber

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

Chair Chris Kehoe called the meeting to order at 3:11 pm.

Approval of Meeting Minutes (Exhibit B): **Motion made by Royden Richardson to approve the minutes of June 23, 2015 as amended – the motion was seconded by Tom Geiler. Vote: All Aye. June 23, 2015 minutes approved as amended.**

GMD Updates: Trovato

- Round table discussions held at Cape Cod Community College: Attended the session on Emerging Sectors. The goal was for EOHED Staff to listen to the local area's concerns in order to bring the information back to Secretary Jay Ash.
- HYCC National Theater on Ice Economic update: 1200 skaters, 550 coaches, judges and referees in attendance. The average stay of 4 nights equaled about 2.5 million dollars. 4100 booked rooms generated \$45,000 in room tax revenue. The Cape Cod Chamber polled 16 businesses between here and Yarmouth and there was about an 18% growth during the event period.
- Fourth quarter meals tax for FY15 increased 5% from last year. Room tax revenues were down 1%. Speculation that the Fairfield Inn renovation is what caused the decrease.
- Airport Hangar: No new word, still in progress.

Wallace: The plan is to move forward with the aviation school. Fairfield Inn will be a great addition and will increase the value of our town. I believe we will be putting together a subcommittee of the Town Council to address TIF Tax Incentives, he will let the Commission know.

Councilor Wallace facilitated a discussion at the Cape Cod Community College Round Table discussion to create a Culture of Innovation and Entrepreneurship. He learned what kinds of services and grants are out there to help new businesses get started. The main reason a business moves to or remains in a particular location, is the quality of life. Homeless and Drug addiction is bringing down the overall quality of life for people here. Per the Community Impact Unit, 50 new homeless people on the street this week alone.

Feltham: 209 Main St. near Bradford's Hardware was headlined in the Cape Cod Times to open as a Club House for the Drug Addicted, a support center. The Greater Hyannis Civic Association is trying to reverse this. The Chief of Police stated we are at the saturation point for homeless in town.

Richardson: Has the town addressed the housing needs of people? We could find out how other communities have successfully dealt with the issue of homelessness.

There was discussion on the homeless issue in down town Hyannis.

Wallace: You have to look at the whole town. Where is there an appropriate place? We will be touring the homeless camps around Hyannis soon.

Geiler: They put them where the services are available and the services are here. The discussion needs to be Cape wide. Is it possible to use CPC money to preserve the community?

Wallace: Community Preservation funds are only available for historic preservation, open space and affordable housing.

Farnham: They have gone in and removed the camps in the past. Why can't they do that again. Relocate housing on the other side of the airport (near the steel plant) to make a safer environment.

Wallace: Would it be possible for someone to draft a letter to the Town Council to ask what is being done on the Homeless issue?

A motion was made by Richardson and seconded by Feltham to draft a letter to the Town Council regarding the homeless situation and it's direct economic impact on the town. Alan Feltham volunteered to draft the letter.

Kehoe: The homeless is a huge issue in our town and it is impacting us negatively. It is a direct assault on our quality of life and it has a huge impact on our visitors.

Richardson: We need to dress Main Street up for the people we want to see here. There is a lot of room for improvement.

New Business:

Town Council Strategic Plan FY15 / Economic Development: (Exhibit C - pages and 2 & 5)

Kehoe: Points out the role of BEDC in the strategic plan on page 5.

Wallace: Refers to the diagram on page 2. It was previously set up as a flow chart but the feeling was that departments in town were competing with one another and the Town Council decided this was a better end goal. We put Quality of Life in the middle we put the departments around the ring as they all contribute to the quality of life in town. We added the role of Ombudsman was added to help people through the new business process. Over \$200,000 was budgeted to implement the e-permitting system. We are close to implementation on the e-permitting.

Richardson: Kennedy Memorial is a key place for welcoming people. Roses were stolen from the memorial this year and they haven't been replaced. When things don't get repaired it feels and looks like we don't care about the town. I spoke to the Town Manager's office about the issue.

Wallace: They were looking for over \$800,000 to rehab the memorial. Expected increased expenses in the forth-coming years to operate the town including union negotiations. I can't remember appropriating the money for the rehab in FY16.

Feltham: A cost containment idea needs to be discussed.

Kehoe: Last year Mark Milne gave a presentation going out to year 2035 and the expenses to maintain government will double by that time.

Richardson: We shouldn't say woe is me. There is progress and we should put efforts where we need to be helped. We need to have goals and objectives.

Wallace: The second homes make us look wealthy on paper. We've closed 5 schools in the last 10 years and increased the average age of our population, which may not be a good thing. Amazon is putting up an enormous distribution center in Fall River to include jobs for 500 good paying year round jobs and another 2,000 seasonal jobs (Christmas time and the Holidays). We have the workforce available for what they are looking for but they get those businesses and we don't.

Geiler: The low cost availability of commercial space is less there. Their unemployment rate is pretty high so they have a work force. They would have to bring the goods here to package them and ship them back out. They don't want to deal with the bridges.

Farnham would like the word cost effective added to the Town Council Strategic Plan.

Marketing Plan Revisions: Marketing Plan (Exhibit D)

Quantitative Inclusion Discussion: Topic thoroughly discussed by the Commission - some of the highlights are listed here;

Wallace: Some quantitative numbers would be helpful.

The group agreed that any quantitative data should be presented as an estimate.

Geiler: Not convinced the quantitative measure is helpful here. The Marketing Plan is unspecific as to what we want.

Kehoe: This Commission cannot perform marketing functions, meeting once a month. We received these numbers from a Marketing Firm that has the capacity to implement a plan like this. I agree it is vague but the details will get filled in once there is a specific plan in place.

Some members wanted a definite number included and others did not. There was also talk of including a time period. The members felt that the information they had at this point is inconclusive and would like additional quantitative data from other marketing firms.

Wallace: Make sure the number is inclusive of all expenses. I would like to know the scope of it and how much it is going to cost to maintain this.

A motion to vote on the quantitative inclusion in the Marketing Plan was withdrawn and tabled in order for the Commission to get more detailed quantitative figures and information from additional firms.

Kehoe: We can talk to other firms and see what it will cost. \$30,000 is only phase one. The implementation would be phase two, which would be about \$6,000 a month. We'll talk to a few more firms to finalize the number.

Richardson: We would have to put it out to bidders & they will determine the actual cost.

Kehoe: The Marketing Firm showed us a 12 month plan. Hartley can bring the marketing information to the next meeting. We could have the marketing firm come down and present to the EDC.

Geiler: If you are going to do an RFP we'll get a broader response of what the options might be. We are constrained here, we don't have the work force, housing or transportation to support this.

Farnham: We want livable wages so people can afford to live here and this is the main ingredient of making our town a better town, really. We hear it all the time.

Kehoe read from the Marketing Plan (Exhibit D) to demonstrate what the marketing plan will include. Kehoe volunteered to obtain estimates and additional information from other marketing firms.

Old Business:

EDC Committee Updates:

Regulatory / Zoning: (Exhibit E) Map of the Zoning Changes

Planning Board: Geiler – We went in front of the Planning Board and they granted us relief. Growth Management added some recommendations of where to start. The response was instantaneous from both Growth Management and the Planning Board to change the zoning. We will start here and work on additional zoning changes. It was a good constructive Planning Board meeting.

Quarterly Review: Tabled to August

Utilities: Feltham – We will have a speaker in September from Eversource to help us understand the cost increases. Increases and high utility rates are a serious impediment to economic development.

August Agenda Items: Jo Anne Miller Buntich - TIF Tax Incentives and EDC Annual Elections.

August Speaker: Dr. Alexander of Bridgewater State University.

Additional Old Business has been tabled to next month.

Public Comment: None

Other:

- Hank Farnham was elected as the West Barnstable Civic Association President.
- Wallace: The Barnstable County Fire Academy polluted pond adjacent to town wells. We had to close down the wells and build two charcoal filtration systems. We have an agreement with Yarmouth to borrow water until the filtration systems are ready. \$744,000 emergency appropriation to build the filtration systems.

Motion to adjourn: The EDC, having no further business, Richardson made a motion to adjourn the meeting. The motion was seconded by Geiler. The meeting was adjourned at 4:46 pm.

Next BEDC meeting August 25, 2015.

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

Exhibit A: Agenda dated July 28, 2015

Exhibit B: Minutes from the June 23, 2015 meeting

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

Exhibit D: Marketing Plan Revision for June 23rd Meeting

Exhibit E: Map of Zoning Changes

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> ****