



**Town of Barnstable
Growth Management Department
Economic Development Commission**

www.town.barnstable.ma.us/economicdevelopmentcommission

**BEDC Meeting Minutes
September 22, 2015**

Members Present: Alan Feltham, Tom Geiler, Hartley Johnson, Royden Richardson, Ted Wurzburg

Absent: Hank Farnham Jonathan Gilmore, Chris Kehoe, Eric Steinhilber

Also Present: JoAnne Miller Buntich - Director, Growth Management, Stacey Peacock - Administrative Assistant

Acting Chair Alan Feltham called the meeting to order at 3:07 pm. Quorum not met as meeting opens. Quorum was met at 3:17 pm upon the arrival of Royden Richardson.

Old Business:

Miller Buntich: RFP / Marketing Plan examples handed out. Found a few different products for the EDC to review, the City of San Carlos Request for Proposals for Marketing and Branding Consultant (Exhibit D), City of Richmond Marketing Plan (Exhibit E) and Castle Rock, Washington - Strategic Marketing Plan (Exhibit F). One marketing plan is concise and short but to the point, the other one is a little more comprehensive. Castle Rock developed a product readiness section. There are two different approaches to look at. One has a more formal implementation plan. You will need to decide which style you want.

Feltham: We have spent a lot of time on this and there are some of us that still do not think the product is developed enough.

Miller Buntich: You cannot write an RFP if you don't have a product.

Johnson: We want to present Barnstable as a place where people want to live, work, raise their kids and open businesses. To include over views of items like healthcare, transportation, school system, housing. What our town has to offer - that is our product.

Miller Buntich: You just described the City of Richmond Marketing Plan, refer to Page 13 (Exhibit E). We're trying to put together an RFP with a budget so you can go to the Town Council. You probably need to do a SWOT Analysis, similar to the EDSAT. They base the whole marketing plan on the SWOT Analysis. This is where you find out the strengths, weaknesses, opportunities.

Wurzburg: Who is our target? Figuring the target out is part of it. What do we want to differentiate Barnstable from?

(Royden Richardson arrived at 3:17 pm – Quorum met at this time)

Miller Buntich: A marketing piece should be attractive to everybody. I don't think you need to narrow your target down first. You want to open it up. To me the first step is the SWOT Analysis even if it just includes this group. It would take about an hour.

Feltham: I hate to bring up negatives (or weaknesses) in any Marketing Plan.

Miller Buntich: The City of Richmond has it. In some cases the marketing piece is used to distract the eye from the weaknesses. You need to know what your weaknesses are. There is information in the economic development section of the comprehensive plan. Marketing Consultants would obtain information on the schools.

Johnson: Would like to go to every committee in the town. He would like the world to know we are undertaking this and we'd like their help.

Miller Buntich: Most larger projects have a working group (town staff) and then an advisory group which are the larger stakeholders. The advisory group meets to review the progress. You could invite the committees to an advisory group.

The BEDC is interested in doing a SWOT Analysis at the next meeting. October: Speaker and SWOT Analysis.

Zoning Update: Miller Buntich will draft the zoning. She is working on it for October. It will go to the Town Council for first read, then to the Planning Board for public hearing and then final action at the Town Council.

Approval of Meeting Minutes (Exhibit B & C): *Motion made by Royden Richardson to approve the minutes of July 28, 2015 as written – the motion was seconded by Alan Feltham. Vote: All Aye. July 28, 2015 minutes approved as written. Motion made by Hartley Johnson to approve the minutes of August 25, 2015 as written – the motion was seconded by Tom Geiler. Vote: All Aye. August 25, 2015 minutes approved as written.*

Discussion on open meeting law in reference to the emails sent between the EDC members in August discussing the Marketing Plan.

Motion made by Tom Geiler to postpone reading emails into record which were exchanged between BEDC Members on August 5, August 13th and August 14th, 2015 until such time as the BEDC is advised to do so by the Town Attorney. Motion seconded by Royden Richardson. Vote: All Aye. Motion Approved. Town Attorney to be notified of motion.

New Business: None

Old Business: Marketing Plan

Johnson: The Marketing Plan letter was supposed to be finalized at this meeting so we could bring it to the Town Council.

Feltham: The letter is on hold so Growth Management can create a format to bring to the Town Council.

Johnson would like to bring the marketing letter to the Town Council, as is.

The other four BEDC members in attendance expressed that the letter is not ready and it was given to JoAnne Miller Buntich by the BEDC at the Marketing Plan Workshop on 9/15/2015 to work on.

Motion made by Tom Geiler to delay further action on the Marketing Plan until after the BEDC has a chance to work with Growth Management to get a draft plan in place. Ted Wurzburg seconded the motion. In Favor - Aye: Feltham, Geiler, Wurzburg and Richardson. Opposed: Johnson. Motion is approved to wait and to work with Growth Management on a more finished Marketing Plan format.

Zoning Changes: Geiler is working with Growth Management and the Planning Board to come up with appropriate language for the zoning change. It looks like there will be merging of a few zoning districts. It gets complicated because the zoning is so verbose.

Quarterly Review: Geiler: Suggested it to help the EDC focus a little better if we take a look at what we've accomplished. The reason we are here is to get something done.

Member Updates: Richardson, Cape Cod Commission: We heard the Marriott proposal in Falmouth, it got voted down. The Commission thought it was too big. Possible Cell Tower going in Wellfleet.

October Speaker: EverSource Representative, Jerry McDermott.

Public Comment: None

Motion to adjourn: The BEDC, having no further business, Tom Geiler made a motion to adjourn the meeting. The motion was seconded by Ted Wurzburg. The meeting was adjourned at 3:56 pm.

Next BEDC meeting October 27, 2015.

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

Exhibit A: Agenda dated September 22, 2015

Exhibit B: Minutes July 28, 2015

Exhibit C: Minutes August 25, 2015

Exhibit D: Request for Proposals for Marketing and Branding Consultant, San Carlos, CA

Exhibit E: City of Richmond Marketing Plan

Exhibit F: City of Castle Rock, Washington – Strategic Marketing 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 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> ***