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Town of Barnstable
Planning & Development Department
Economic Development Commission
www.town.barnstable.ma.us/economicdevelopmentcommission
EDC Meeting Minutes
September 5, 2017

Members Present: Britt Beedenbender, Hank Farnham, Alan Feltham, Joyce Flavin, Hartley Johnson
Absent: Tom Geiler, Chris Kehoe, Michael Schulz
Also Present: Michael Trovato – Planning & Development, Stacey Hurwitz - Administrative Assistant, John Allen – JFK Museum, Bronwen Howells Walsh – Barnstable Patriot Reporter

Acting Chair Alan Feltham called the Economic Development Commission (EDC) meeting to order at 8:03 am. Introduction of new member, Joyce Flavin. Flavin has experience in IT Project Management & trouble shooting, she is currently retired.

Trovato – Planning & Development Update: This item was moved to the beginning of the meeting. Powerpoint presentation Economic Development Strategies, the tools & resources section of the draft (Exhibit B). Resources:

- **Business Barnstable website** reviewed. Beedenbender asks how the website will get out to the public. Trovato explains thru Planning & Development and related organizations (commercial brokers, Chambers of Commerce). Site finder to list available properties and the business owner to find sites. Flavin suggests to put it out on Channel 18/TV. It is modeled after a site finder on the Town of Stoughton's website.
- **Development Ready Site Inventory** an in house tool, so we know what is available (vacancy or re-development).

Discussion: Johnson asks if anyone runs numbers to see if it is better to have a Total Athletics than a factory? Trovato: The Dockside is residentially zoned. Even if we establish that a better use is available it is up to the private sector. We don't currently own any of the commercial property. Flavin asks about the benefit of the town owning the property. Trovato: There may be, but this is not the current situation and the process would tend to be political. Feltham: That was the point of Independence Park in 1960's it was created to be for high tech industries & now we see retail there. It went in & continues to move in a wrong direction. Feltham believes Planning & Development should really take the reins & direct where it goes (industry). Trovato: We backed the Innovation Center but the property owner went in a totally different way. We had no control over it.

Feltham / Flavin believe we should look at the Falmouth Model, even though Mark Ells stated we shouldn't at the last meeting. Flavin states there is plenty of land in the other villages of the town. Trovato: The people of the town have stated they do not want commercial growth outside of the village of Hyannis. Johnson: Does not believe that people are opposed to commercial growth in the Town. Johnson then asks do we market the town of Barnstable or the village of Hyannis?

- **Barnstable Business Guide:** To help businesses provide a resource guide to help businesses through the permitting process for the smaller businesses. The larger businesses have additional needs and we work more hands on with the bigger businesses.

Discussion: Flavin is interested in helping with the Business Guide. Farnham states the town departments create this. Johnson says the Town Manager stated he was going to form a committee to assist with Economic Development. The EDC members ask if they could participate on that committee? The EDC agrees that there are many talented retirees that would like to contribute to the town in various ways.

- **Welcome Packet** - Working with the regulatory department to make it easier for businesses.
- **Real Estate Broker/Development Outreach** – Periodic meetings to keep the communication up (to be used for education ie. zoning changes)
- **Outreach Vacant/Underutilized Property Owners** to help them (ie. Medical Services District)
- **Top of Shop – Housing Technical Assistance** guide. The Indian Pavilion is building 9 housing units above. Alan asks for clarification on workforce housing on top of Main Street, he is concerned about low level housing here. Trovato states it will be more attractive for workforce / professional housing - more so than a high end user who would be more likely to seek out something like the Dockside condos.

Flavin: Is there housing being promoted outside of the village of Hyannis? Trovato states it is a zoning concern. The town would have to increase density, which is a political decision. Flavin: Zoning can be easily changed. Beedenbender: There is a cape wide housing issue to consider. Flavin: There is land (in the villages), businesses should be helping to fund housing.

Johnson: To market you need a plan for the product, the vehicle & the target audience. (Johnson reviews the aspects of the Marketing Plan).

Beedenbender: From what I have been reading, it should tie into the Maritime or Blue Economy.

Trovato hands out the information on the Massachusetts Economic Development Council's (MEDC) Fall Conference at WHOI – on the Blue Economy. He advises EDC members to attend the September 15th conference. EDC members should sign up through MEDC if they wish to attend. (MEDC Fall Conference Agenda - Exhibit C).

Bike Trail Discussion: *(Exhibit D - Alan's Email dated August 8, 2017)*
Trovato states he believes there is a committee that works on the Bike Trail.
Feltham believes the trail comes in from Yarmouth by the Burger King and would like to see it tie into down town Hyannis to Kalmus. Farnham believes it comes through Independence Park from Yarmouth.

Feltham would like to make sure that Hyannis is not bypassed on this project. Feltham & Flavin to check with Jen Cullum on the bike path for follow up. Flavin states the town should take some land (frontage) by imminent domain instead of putting the trail on the streets. Beedenbender: You would need to do a lot of Public Relations on that, if the Town is grabbing land away from people, they will need buy in from the people. Beedenbender suggests possibly making use of conservation areas and weave it through the town that way. Beedenbender states the future of the Cape is in the hands of 20 – 30 year olds (not us) and the millennials are into the outdoors and recreation.

JFK – Kennedy Legacy Trail (KLT) down to Kalmus: *Flavin hands out Exhibit E – Proposal to Improve the Safety & Beautification of the South End of Ocean Street.* Flavin states she informally brought this in front of the Town Council. It is a plan to extend the KLT; to beautify Hyannis from Main Street down to Kalmus. The second page provides the visual (existing & proposal). Open picnic tables and natural trails, which could support a bike trail. The Town has done a tremendous job in keeping homeless camps out of here. Flavin is proposing a sidewalk all the way down to Kalmus, decorating and putting stones or a rock garden, addition of drought tolerant plants, decorated Street lighting like Bearse's Way (maybe solar), sidewalk symbols for the KLT. Working with John Allen on the proposal to link KLT, Yachtsman Condos, Kalmus & Nantucket Sound, to make it so more people will walk down there (and safer). Flavin is currently talking to people about this, she plans to go back to Town Manager and Elizabeth Jenkins to present this. She does not include the funding piece of it at this point. In October Flavin will put together the final proposal and feedback from the people she has talked to. It will take 2 months to figure out

funding sources. Possible funding sources; private funding, business funding, Yachtsman Condos, the Town and grants. She would like to see it go forward at the beginning of January 2018.

Farnham suggests Flavin speak with Community Preservation Committee (CPC), Lindsey Counsel is the Chair. They may have funding available for a project like this. Farnham states the CPC will need to know the details.

John Allen: We see the functionality first for the walkway and second for the KLT. If you give the public the access, it will open it up. He is continues to see vitality and interest in JFK and his legacy.

Public Comment:
John Allen speaks to Trovato's presentation. He believes Main Street is an area of major opportunity structurally and in the housing arena. There are accountants and professional people looking for housing, people starting out and people downsizing. He believes housing is an important topic. He also believes the town needs to be more proactive pin pointing industries for downtown & Main Street. There is great momentum, how do we add to that?

Feltham: Believes our Main Street in the 1960's was just like Chatham is now.

John Allen believes we have a great upside here, but it can't be incremental - it needs to be done all at once.

Flavin asks about the Historical Society of Hyannis. Hyannis Main Street Waterfront Historic District is discussed. It is clarified they do not have purview of the types of businesses just the aesthetics of what goes in.

John Allen leaves the meeting at 9:11 am.

Matters not reasonably anticipated by the Chair / Discussion:
Farnham:

- Cape Cod Regional Technical High School vote in September to pay for construction of a new school through proposition 2.5 % override or through a cut in services. October 24th there will be a vote. The new school will cost 128 million dollars and will be built next to the existing school. Barnstable has the largest population in attendance, 30% of the currently enrolled students. West Barnstable Civic Association will hold a meeting this Saturday at 9:30 – 10:30 am including a presentation from Mark Milne regarding this project. Farnham has spoken to people that state the original school which was built in the 1970's does not properly support the education process any longer. As an Economic Development Commission we should weigh in on this. The school trains a lot of the trade and future population here on Cape Cod (plumbing, construction, electrical). He wants people to be educated regarding this project.

- There is a draft for an Ordinance Change for Commercial Vehicle Storage, Medium & Heavy Duty Vehicles being stored at a residential address. How do we protect our neighborhoods from multiple trucks being stored there? The ordinance is a start and it provides some type of protection to the contractors too. Farnham references the *drafted Commercial Vehicle Ordinance changes (Exhibit F*) which allows for one medium duty truck to be parked at a residence overnight. Planning & Development is looking for feedback on this. Should we be commenting on this? Elizabeth sent it out to civic associations but the EDC was overlooked. Farnham believes it is a good proposal – businesses should operate in some kind of commercial capacity, not fully in backyards.

Farnham states Tom Geiler was opposed to the ordinance because of how many small businesses will be hurt by an ordinance like this.

Trovato is dismissed from the meeting at 9:20 AM

Discussion: *Alan email dated September 4, 2017 is handed out Exhibit G outlining the EDC's Mission and Purpose.* Parts of the handout are read aloud. Members of the EDC question where their role and power lies. It is clarified this meeting is a public meeting. Open Meeting Law is also briefly discussed.

Alan Feltham believes that things will not change with Elizabeth Jenkins heading Planning & Development and states that someone from Planning & Development commented that we are not suited to the types of businesses that exist in Falmouth.

Feltham requests the EDC members with experience, to review what has been done, in a SWOT analysis sort of way for the October meeting. He states we have never looked hard at ourselves and graded ourselves. Feltham clarifies the BEDC is an advisory group only.

Johnson: We have knowledge & expertise that the Town Council doesn't have. Do they ask us for advice? No, they don't.

Flavin: How do you put this forth? A proposal, a discussion? Flavin believes it should be put forth in a proposal.

Johnson states we need to put it forth as a proposal. We need to be proactive because we collectively have experience. We suggest things and we should present them. We aren't interfacing properly with the Town Council or the Town Manager, currently.

Flavin: Why wouldn't we go see what we have & simplify it for businesses. We should put a proposal together so we can push the town to move in the direction we are looking to go in.

Farnham: in the beginning we formed a chamber of commerce and we formed this group. We used to be asked by the Town Manager / Town Council if we should buy properties etc. We were an outreach committee, not anymore.

Flavin believes the Town Council would respect the EDC if we put more proposals out there - even if they don't get done/accepted, the concepts are put out there to get people thinking. She would love to get involved in some of this, proactively. She doesn't think the EDC should just be a social hour.

Farnham: (Has been Chair of EDC 3 times since 1983). When we feel like we are being heard we feel good about what we do, like we contribute. If we can get the council to trust us, we can make a difference.

It is clarified that the Town Manager was in attendance at the last meeting.

Johnson: The Town Manager came to the last meeting to defend the comments I made regarding the Town Manager's office.

Flavin & Beedenbender are also asked to write up what they believe the EDC's role should be for October's meeting.

Beedenbender: I read 18 months of minutes & sensed there was a lot of frustration. She believes it is a good idea for people to reflect on their role and what has been done by the EDC.

Annual Election of Officers: Farnham makes a motion to postpone the annual election of officers until the October 3rd meeting. The motion is seconded by Johnson. Vote: All Aye.

Beedenbender leaves the meeting at 9:38 AM. Quorum is lost.

Discussion on the Annual Election of Officers. The EDC is frustrated with their role and what is not getting done. Flavin raises the question, if we don't make a difference then maybe the EDC should be dissolved? Feltham,

Johnson & Farnham discuss who should be officers. They want a change but do not want to Chair the committee. Flavin would, but states she does not have enough experience at this time.

The meeting is adjourned at 9:43 AM.

Next BEDC meeting October 3, 2017 at 8:00am

List of documents / exhibits:
Exhibit A: Agenda dated September 5, 2017
Exhibit B: Power Point Presentation: Tools & Resources section of the draft Economic Development Strategic Plan FY18 – 19
Exhibit C: MEDC Fall Conference Agenda – September 15th at WHOI in Woods Hole. Topic is Blue Economy.
Exhibit D: Email from Alan Feltham dated 8/8/2017 Bike Trails and Kennedy Legacy Trail into Hyannis / Kalmus
Exhibit E: Proposal to Improve the Safety & Beautification of the South End of Ocean Street / KLT
Exhibit F: Proposed draft of the Commercial Vehicle Ordinance
Exhibit G: Email from Alan Feltham dated 9/4/2017 – BEDC Mission and Purpose revisited September 5, 2017

Respectfully Submitted, Stacey Hurwitz, Administrative Assistant

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 www.town.barnstable.ma.us **

APPROVED