



**Town of Barnstable**  
**Planning & Development Department**  
**Economic Development Commission**

[www.town.barnstable.ma.us/economicdevelopmentcommission](http://www.town.barnstable.ma.us/economicdevelopmentcommission)

**EDC Meeting Minutes**

**April 3, 2018**

**Members Present:** Hank Farnham, Alan Feltham, Hartley Johnson, Hector Guenther

**Absent:** Tom Geiler, Joyce Flavin, Chris Kehoe

**Also Present:** Eric Steinhilber - Town Council President, Mark Ells – Town Manager, Elizabeth Jenkins – Director of Planning & Director, Peter Lent – Economic Development Coordinator, Elizabeth Wurf Bain – Hyannis Main Street Business Improvement District, Stacey Hurwitz - Administrative Assistant

*Chair Alan Feltham called the Economic Development Commission (EDC) meeting to order at 8:07 am.*

*Minutes: Motion by Farnham, seconded by Johnson to accept the March 6, 2018 minutes as written. Vote: All Aye.*

**Elizabeth Wurf Bain: The Hyannis Main Street Business Improvement District (BID) Handout Exhibit B – The BID’s relevance to Hyannis.** Thanks the BEDC for the invitation & believes they could work together towards their goals. A BID is an Economic Development tool that is set up by the municipality & Chamber of Commerce. There is a predictable revenue stream that comes out of a BID all the members pay into the fund. A BID is a little more urban (Boston, Springfield, Albany, Manhattan). A lot of the Mill towns that lost their industry have a BID. We break down our tasks (5) to Safety, Maintenance, Capital Improvements, Government Relations and Marketing, the five pieces for revitalizing a downtown. Each piece is discussed. Wave had much improvement in the last 5 years. We are the capital of Cape Cod, so many people come here for services. Our goal is building up a vital and relevant downtown.

East End improvements are important because Mike Lauff has put 200 people in an office at the other end of Main St. he wants to be the cornerstone of Main St. Colleges and Hospitals really help the vitalization of downtown. We feel that Rob Brennan is best practice in a downtown, when you see retail under functioning because he wants to come in & diversify the housing stock in downtown Hyannis, which is needed. When you have market rate housing right next to downtown you have people living here. Then we need amenities so people want to be here, like the idea of having the Symphony being in walking distance of downtown. We are actively working with the Symphony. We want to have this vision and work on it. There are forces against change here – people are against change and are fearful. We want to be ahead of that and think of the future.

Elizabeth Wurf Bain is on the Board of the Cape Cod Children’s Museum and they are looking to locate on Main Street. We are looking to bridge gaps here and keep it young. We work together with the Cape Cod Commission & the Cape Cod Chamber of Commerce. When you are invested where you live, you care and take care of where you live. That’s what we want to see downtown people invested where they live. Open Streets – close down the streets and the locals come and play on Main Street.

The product comes before the marketing. Sees the future of Main Street as building up the year round population, keep the old school feeling and build it up and make it year round. You can’t have a seasonal community and have Economic Development. If you have an area where you have the infrastructure, that is where you should build up, therefore building up Hyannis is smart to growth. Wurf Bain asks the BEDC to take part in the meetings that go on ie. the Growth Incentive Zone Public Meetings because it is great to hear what the town and people are envisioning. They are embracing smart growth. We want to be ahead of the curve. We want to be strong enough so if a Derby Street kind of place comes in we say we want it and not say we don’t want it because it is competition. We want more good things in Hyannis not fearful of competition.

Wurfbain asks the group to embrace growth and invite growth in. Its more people and more good positive things then we are building up a good strong community. It's not either or – let's have both. Retail is in trouble – people are ordering online and people are buying less, they need less and they are broke. Retail needs help. We are having a retail consultant come in, Mike Trovato, is also working on this. If we have a nationally known person come in and evaluate our downtown we would have these talks like Mashpee Commons is having.

Hartley asks if the BID collects data about sales or tax revenue for the Town?

Wurfbain: We have an annual meeting. Wurfbain invites the commission to the BID Annual Meeting which takes place on the third Wednesday in October. She states all the statistical information is presented at that meeting. The vacancy rate is very consistent to where it was last year. It was worse 10 years ago. The Hibbel Building is stuck/on pause there is a court case pending (blighted building). Court date on May 21<sup>st</sup> and hoping the judge kicks it out. Being educated we can all help each other get to where we want to be.

Wurfbain would like to see the BID and the BEDC all working together towards the same goal.

Farnham: The BEDC was the group that got the BID started, there is some history here. The member rate is capped at .03 percent of the assessed value of the property it is capped at \$4,000 per property. If you ever have the need for bigger projects, you could increase the cap. It's all in or all out & we have a good majority that want the BID here.

Wurfbain: Our fee is .03 percent of the assessed value of the property. We have an MOU with the town. We have never changed our fiscal policy. When we need more we try not to put it on the merchants, we try to get it from grants and matching from the state, anything we can pull in. It's a mandatory program.

Wurfbain leaves the meeting at 8:33 am. It is clarified Wurfbain is not a BEDC member but can be invited at any time.

Introduction of all BEDC Members including, Peter Lent, the new Economic Development Coordinator for the town.

**BEDC Workshop BEDC Objectives April 2018 (Handouts Exhibit C & D):** Feltham: Goal to create some research and provide recommendations. Johnson disagrees with some of the objectives that were presented by Feltham. Regulatory Division, recommendations and it sounds like that has been done.

Steinhilber: We charged Mark Ells with looking at the Regulatory Services Division. We updated the Administrative Code 2 Town Council meetings ago. Focusing on customer service at the counter. Streamlining: the new Building Commissioner, Brian Florence, took 27 forms & got them down to 2. I used to get complaints every month, it has changed, the last 6-8 months this has not been the case. I was out the other day & someone who always complained came up to me and complimented Mark Ells, the Town and the Regulatory Services of the Town. It was one of the top issues of the council. Steinhilber speaks to Zoning changes – there is now a Town Council subcommittee.

Ells: Aligning the resources that are annually allocated and align with the Town Council's mission & strategic plan. Everything we do is done with that singular vision. When we look at the strategies, Economic Development (ED) is a priority. We look to have a sound financial base, which we do. Our Finance Director is nationally recognized, our Budget is nationally recognized. We are second to none in what we do. The stats the BID has, comes from us but we are not a census sort of agency. If the answers don't come quick it's because we are not gathering the information that way. Communicating is primary. I am from Engineering side and business finance. Environmental Quality, Housing, Economic Development are all important. We are moving toward our ED objectives and we have clear cut ED objectives. We are excited to have Peter Lent here.

Restructure: Regulatory services is no longer a department, we just broke it up and re-aligned departments. There wasn't any elimination per say. We separated the building department. We needed to relook at that. Anytime you implement change I can't expect the staff to be productive during that time of change, I have to do it step by step and thoughtfully. Parking Management (rather than enforcement) now comes under Planning & Development. Consumer Affairs; Weights & Measures & Licensing falls there too. Marine & Environmental Affairs is its own department because that is why people come here. Next year the big focus will be on Asset Management. Making sure we have an understanding on what are assets are and what our purpose of those assets are. Maximize the use over the life of the asset. If you come to Barnstable you don't see anything but a beautiful town, a beautiful location, now it's time we capitalize on it. It is exciting we are revamping our website. The next 10 years are going to be very positive. I get calls from the governor and others, things are changing. We have to understand the next level and understand the Market. Companies are looking at us. We are looking to also be an academic center.

Feltham: Asks about conversations with Wentworth?

Ells sees a lot of colleges looking at us to create a market for them & feed that market with our employees. He has had the same conversation with Suffolk & UMass Dartmouth. We are looking to have a grown Educational Program here on Cape Cod; Drone, Marine, Aviation, nothing goes off the burner. On the other hand I am not going to chase things that aren't real. The state university system seems the most interested in having a longer term discussion.

Feltham: They want to ensure demand before they come here. Feltham is adding a third objective some kind of Academic Capacity - 'Good Educational Facility'.

Steinhilber: We definitely need to increase our educational opportunity.

Ells: Thinks we should be a Nationally Recognized Educational Center. Why wouldn't we do that? When you look at the East Coast of the U.S. there are only 3-4 places that try to understand their environment to the level that we do. Ells is doing an interview with M.I.T. for their Environmental Studies department. Harvard & URI are down here doing the emergent contaminant study. Once they are here they are not going to want to leave. Conversations are ongoing.

Farnham: Tried to convince the Cape Cod Community College that we needed a year round facility with housing and broadened programs. Funding was the issue on Beacon Hill (how to fund the build out).

Ells: The Blue Institute wants to come here. It would be nice to have them in Hyannis, but certainly we want to keep them in Barnstable. Hyannis is the economic center here.

Farnham asks for a new flow chart for the town (old vs. new).

Johnson: First step is to build a product, which is Barnstable. We have to have the answers and present those answers. Right now we sit back and let people come to us - but we need to go out and approach people - outreach.

Ells: I see a complete lack of inventory to support the bigger ideas. There isn't a lot of land to do stuff so really we are looking at re-development as opposed to new development which tends to be privately owned and out of our control.

Steinhilber & Ells leave the meeting at 9:07 am.

Jenkins: Planning & Development – Speaks to objectives & restructure; Planning & Development Programs

- Comprehensive Planning - Long range land use & capital planning vision for the town 20 years, translating community vision into reality. What do people value? How do people see us becoming a sustainable community? Melding seven villages together into a sustainable policy.
- Natural Systems & Environment. Open Space & Recreation Plan is such an important piece of the quality of people's experience of Barnstable.
- Regulatory Review Plan: Planning Board, Zoning Board of Appeal & 4 Historic Committees.
- Economic Development (ED) is our 4th program; our ED team - Peter Lent, Mike Trovato & Melissa Hersh. I think we will be able to enhance our business outreach now that we have the additional ED resource / employee. One of our tremendous undertakings is supporting our small businesses & entrepreneurial sector.
- Housing & Community Development, you have to look at the jobs but education is prime, housing is prime. Housing Coordinator looks at building and diversifying our housing stock.
- The Community Development Block Grant (CDBG) program; working with Jeanine Marshal for the microenterprise loan program for small businesses.
- New Programs under Planning & Development Restructure:
  - Conservation that we are taking on (wetlands protection, land and lakes & pond protection)
  - Parking Management. We are in a re-development scenario. What takes up the most space is surface parking. We need to support businesses: because if people can't get to those businesses in a safe & reliable way we are doing a disservice to the businesses. Parking: Land Use & managing our town resources for parking. We want people to stay & experience downtown not just jump in the car after they eat & leave. We have to be thoughtful about parking. Parking in July is not the same as parking in January. If we are asking people to walk to their locations then we need the pedestrian experience to be safe & inviting. Focus will be on Parking implementation.

Jenkins: Planning & Development Updates: Potential Request for Proposal (RFP) for the K-Mart Plaza. It is a town property but is under the care of the Airport. It is a long term lease. We are looking at this in two parts; an RFP for additional long term lease for 49 years starting in 2024 & an agreement to unlock some development there in the short term. It will be an exciting opportunity for the airport to have a fiscally sustainable base. Hoping the RFP will be issued within the next month. Looking at a 49 year lease.

Also working with the Cape Cod Mall, retail is changing. The new bowling alley is just opening. There is another plan in Site Plan Review today, unnamed retailers, but given the scale of the project - they are national retailers. If a company was going to come in & create a new experience the existing building infrastructure would need to change.

The rate will be variable over time (49 year lease). It is noted that right now the Airport is getting a set lease which is certainly under market value. Jenkins states we have worked with MA Development on this. RFP and sample lease to go with it and cover Marketing Package to speak to what the community vision is for that property so it is beautiful & reflects the vision of the Town. Jenkins will distribute the RFP, when it is completed.

Farnham states Tom Geiler has resigned as of an email sent today.

**Eversource (Exhibit E) Feltham:** Eversource say they need capital asset upgrades but they should have been updating the infrastructure all along. Will Crocker is interested in this issue. Eversource are also looking to up to another 10% increase. Feltham encourages BEDC to write in opposition.

**Open Meeting Law & MA State Ethics Training, Documents & Sign Off:** On May 8<sup>th</sup> Open Meeting Law training and the link to mandatory Code of Ethics training were reviewed (Handouts Exhibit G & H). It is clarified that there have been recent updates and all Commission members must take both courses again. Jenkins explains the process of both mandatory trainings for the group.

**Administrative: Future Speakers -** Todd Deluca of the Hyannis Chamber of Commerce 15-20 minute introductory remarks invite for May 1<sup>st</sup> meeting. Johnson thinks we should have Politicians in to speak.

**Workshop: BEDC Objectives for 2018:** Feltham to edit the objectives before the May meeting.

- Blue Economy – Johnson to take lead on this. Johnson would like to have a workshop. Make a list of companies in the Blue Economy. Someone said we shouldn't go after Falmouth's market, but Johnson thinks we should go after Falmouth's market.
- Regulatory
- Zoning – Revise Zoning. Task: find out what is wrong with zoning and fix it.
- Academic Options

Farnham believes that the Regulatory Department shouldn't be taken off of the agenda. It is the top priority. Feltham believes that it has been addressed by Mark Ells and has been restructured. We can't do an audit on a restructure.

Feltham will reword the Objective: Regulatory item as an Objective Item for the list

Farnham asks for another person to work with him on the Zoning Subcommittee. Guenther volunteers.

Jenkins: The BEDC holds much value when you gather and provide public feedback. We have a good outreach program but if you are hearing feedback it is very valuable to bring that feedback to us. This group has identified areas where zoning has hindered business. Zoning is a tool that continually needs to be updated and modified. So pointing out areas that could use an update is beneficial. We are tackling the HB district (Highway Business District) the feeling of the Town Council Zoning Subcommittee is that the district could be a little more permissive.

Guenther & Farnham to work on Zoning, Feltham & Kehoe to work on the Academic Objective, Johnson to work on the Blue Economy.

Guenther makes a motion to adjourn, Farnham seconds. Vote: All Aye. Meeting is adjourned at 9:51 am

### **Next regular scheduled BEDC meeting May 1, 2018 at 8:00am**

**List of documents / exhibits:**

Exhibit A: Agenda dated April 3, 2018

Exhibit B: Hyannis Main Street Business Improvement District Past 5 Years and Projected 5 Year Plan

Exhibit C: BEDC Objectives April 2018

Exhibit D: BEDC Update April 2, 3:30 PM from Alan Feltham (Email)

Respectfully Submitted, Stacey Hurwitz, Administrative Assistant

Public files are available for viewing in the Planning & Development 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 [www.town.barnstable.ma.us](http://www.town.barnstable.ma.us) \*