



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

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

**EDC Meeting Notes  
February 23, 2016**

**Members Present:** Alan Feltham, Chris Kehoe - Chair, Hartley Johnson, Ted Wurzburg,

**Absent:** Tom Geiler, Jonathan Gilmore, Hank Farnham

**Also Present:** Jo Anne Miller Buntich – Director, Growth Management Dept. (GMD), Michael Trovato – Economic Development Specialist GMD, Stacey Peacock - Administrative Assistant, Elizabeth Wurfbain – Hyannis Main Street Business Improvement District liaison, Royden Richardson & Paul Niedzwiecki of the Cape Cod Commission, Debi Stetson – Barnstable Patriot

**Chris Kehoe called the meeting to order at 2:37 pm. Quorum not met.**

**Approval of Meeting Minutes:** *Due to lack of quorum the January 26, 2016 meeting minutes were tabled until the March meeting.*

**Economic Development Update: Mike Trovato**

- The Hyannis Project: Growth Incentive Zone Extension & Commercial Center projects are being worked on with the Cape Cod Commission.
- Parking Management Strategy: Data gathering endeavor, which is ongoing.
- Commercial Improvement Façade Program: Matching up to \$25,000 on a façade and \$2500 on a sign. Applicants have to get 3 bids & meet the HUD criteria. As soon as the applicants get approved we can go public with that information. Must get bids based on Federal prevailing wage.
- Intersection of Rte. 28 & Yarmouth Rd. – MassDOT (power point to be sent to the group).
- Toured Cape Space: A Co-Work space that is being built in Independence Park (May or June). They will be the first business to have broad band connection.

**New Business:**

Royden Richardson introduced himself as a Cape Cod Commission representative. The Commission's Economic Development Program handout (Exhibit B). Economic Development strategy outlined.

Paul Niedzwiecki is in attendance to support Royden. The Commission covers Economic Development from Bourne to Orleans. The biggest project right now is in Hyannis; the GIZ and retail centers on Rte. 132. My job is how to provide incentive in terms of economic relief to businesses.

**Johnson:** Is there a way, besides going through a town, for a business to find out what they need to do, in order to have a business here?

**Niedzwiecki:** Usually they go to the town. The town makes the determination if they trigger the need for Cape Cod Commission review. My job is to advise people on what the regulations are and the path of least resistance. I.e. Hydroid went to Bourne & they said they would need Commission review. They then considered locating to Wareham instead. We brought them in and got them through the review process in 30 days. Towns have had the ability to raise thresholds for about 5 years on their own but not many are doing this. The next building Hydroid put up in Falmouth they did not have to go through the Commission review.

**Richardson:** The Cape Cod Commission needs to be seen as an entity that was created out of the need for protection from the big money/power. The members are kind, devoted & knowledgeable people.

**Kehoe:** I don't think people are aware of the good things the Commission does, the staff and resources they provide.

**Wurzburg:** When an essential project comes in, is there someone there to help people through the process?

**Miller Buntich:** We are the town's Development of Regional Impact liaison. When we see a project is going to trip a threshold, we coordinate with the Cape Cod Commission staff and bring them through the process.

**Kehoe:** EDC has been working on a Marketing Plan Request for Proposal (RFP) that we hope to finalize today. We'll give the Commission the information we have and hopefully get buy in.

**Johnson:** The biggest areas of improvement; timeliness of approvals. Hartley reads specific feedback from the Economic Development Self-Assessment Report (Exhibit C).

**Niedzwiecki:** Agrees towns need to pre-permit. We work with big developers and the Cape Cod Commission has 19 members. When you get in front of 19 members, the community feedback will have an effect. It is an important time to get feedback as the Commission is drafting its regional policy, to be completed by June.

The need for Pre-permitting was discussed.

**Niedzwiecki:** We'd be happy to support the EDC; provide videos of what a prospective business needs to do.

**Kehoe:** Kehoe is working with the town to get a Cape Cod Commission liaison. Richardson has been invited today as a citizen.

**Tax Increment Financing (TIF) Agreement Draft – Fairfield Inn & Suites (Exhibit D)** Miller Buntich: The TIF Submission agreement doesn't take effect until the first full fiscal year. The Fairfield Inn TIF agreement reviewed & read aloud for the at home viewers. Increment reduction of 70 % over 20 years due to job creation. It is the responsibility of this Commission to write a letter to either recommend or not recommend this T.I.F.

Details of the TIF reviewed: The TIF committee make up & continuation of the creation of jobs was discussed.

*The EDC recommends the Town Council to approve the Fairfield Inn & Suites TIF Agreement. Chris Kehoe, Alan Feltham, Ted Wurzburg and Hartley Johnson as the EDC members present, making this recommendation. Miller Buntich to write the pre-amble to the TIF recommendation letter.*

#### **Old Business:**

#### **Request for Proposal (RFP) - Marketing Plan:**

**Miller Buntich:** There is a big range of prices for Marketing Firms. The town can issue the RFP and monitor the responses. You might want to pick a number to that would be palpable for the Council.

Marketing Plan numbers discussed by the EDC. It was determined that the project would require an ask of about \$75,000 a year or \$150,000 for two years.

Deliverables were read aloud from the RFP Draft (Exhibit E) by Miller Buntich.

**Wurzburg:** We need two sets of deliverables, Phase 1 & Phase 2. We can't ask a firm to do a list of ten things and then have our people working on those same ten things.

**Kehoe:** Once we hit Phase 1, we can form a committee to see what we can take on in Phase 2.

**Miller Buntich:** Image and Brand (first Phase). Finalize the RFP then you either go into the budget process or you get a special appropriation. You need a sponsor (Town Council member).

Kehoe to speak to a potential sponsor & once secured, relay the sponsor information to Miller Buntich. Kehoe believes it will be a special appropriation and he believes the EDC has a sponsor.

**Rationale for the RFP:**

**Miller Buntich:** The draft of the RFP will be attached to the Town Council Order. The Order will need a Rationale. The EDC to come up with the rationale and send it to Miller Buntich.

**Zoning:**

The EDC asked Miller Buntich to wait for Farnham / Geiler (both absent) to discuss any zoning updates.

Miller Buntich and Trovato leave the meeting at 3:59 pm.

**Town Council Order Rationale:**

Johnson reads the first page of the Marketing Plan draft out loud (Exhibit F) to the members of the EDC. The members in attendance determine this to be the rationale for the Town Council Order. The rationale to be emailed to Miller Buntich this week.

Data collection for the marketing plan discussed by the EDC.

**Discussion:**

**Main Street Empty Store Fronts: There are many projects in the works**

- K. Katie's Burger going in where Tommy Doyle's was
- Deli interested in 110 Ocean Street
- Clothing store likely to go into Old Sun Celeste at the West End
- Hibel Building: Project (mixed use) with parking garage underneath. Also talk of developing the property next door. Market rate housing.
- A restaurant is negotiating for the former Island Merchant space
- Akira Sushi going into 575 Main Street
- Yoga business interested in locating on Main Street
- 507 Main Street to possibly be a new market

**Welcoming Committee:**

**Kehoe:** Main Street is a symbol, like moving the shelter is a symbol. Would like a Welcoming Committee that could go solicit businesses to locate here. Kehoe to find out the status of the Welcoming Committee. We can start with new businesses & go from there. Will recommend that the town implement the Welcoming Committee.

**Johnson:** Spoke with Beth Marcus (Cape Cod Beer) and will get some business owners involved in this.

**Public Comment:** None

***Meeting was adjourned at 4:24 pm.***

**Next BEDC meeting March 22, 2016.**

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

- Exhibit A: Agenda dated February 23, 2016
- Exhibit B: Cape Cod Commission Economic Development Program handout
- Exhibit C: Economic Self-Assessment Tool handout
- Exhibit D: Tax Increment Financing Agreement
- Exhibit E: Request for Proposal: Marketing Plan
- Exhibit F: Marketing Plan Draft

Respectfully submitted, Stacey Peacock, Administrative Assistant

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> \*\***