

On April 12, 2022, on a motion by Joanne Crowley, seconded by Joe Gibbs, the committee voted 4-0-2 (Maria Marasco and Joe Manning abstained) to approve these minutes.

Town of Yarmouth

MINUTES OF THE COMMUNITY & ECONOMIC DEVELOPMENT  
COMMITTEE MEETING OF  
January 25, 2022

The Yarmouth Community & Economic Development Committee held a regular Business Meeting at 4:30 p.m. on Tuesday, January 25, 2022. The meeting was conducted in the Yarmouth Town Hall Room A.

**Committee Members Present:** Joe Gibbs, Stephen O'Neil (attended via Zoom), Joanne Crowley and Mary Vilbon

**Staff:** Kyle Pedicini, Economic Development Coordinator; Karen Greene, Director of Community Development

The meeting was opened by Stephen O'Neil at 4:30pm

YARMOUTH TOWN CLERK  
'22APR13AM11:10 REC

**1. Tourism Revenue Preservation Fund**

Kyle Pedicini, Economic Development Coordinator, presented an update for the Tourism Revenue Preservation fund budget. Mr. Pedicini presented a memo outlining the budget changes from the last presentation to the committee, and noted that there was a little over \$156,000 available in unallocated funding and a little over \$106,000 available in physical improvement spending. It was noted that there was \$197.20 left over from last year's Seaside Festival grant that staff recommended be returned to the unallocated fund.

Karen Greene, Director of Community Development, stated that she was consulting with Town Counsel regarding how next year's Tourism Funds should be allocated. Ms. Greene commented that her suggestion would be for the committee to recommend funding allocations for various categories (events, physical improvements, marketing, etc.) that would be voted on and approved by Town Meeting. This process would allow for greater transparency for Tourism Fund spending but also provide less flexibility for spending Tourism Funds. It was noted that once allocations are voted on at Town Meeting, they could not be changed until the next Town Meeting. Committee members requested a breakdown of the pros and cons of this process at their next meeting on 2/8. The committee also discussed possible revisions to the physical improvement spending process. It was suggested that the physical improvement process be more structured, with a request being sent out to town department heads with a timeline corresponding to capital budget season. Mr. Pedicini commented that the committee tried to implement something similar to this a couple years ago, and received no response from department heads. The committee planned to discuss this idea further at their meeting on 2/8.

The committee discussed the town's next marketing contract, which will need to be procured through an RFP. Committee members discussed if it would be appropriate to obtain feedback from the Yarmouth Chamber of Commerce on the next marketing contract, since they will be bidding on it through the RFP process. It was decided that the Chamber could provide insight on

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the town's current marketing contract but not on the upcoming RFP. Committee members agreed to examine past Chamber marketing quarterly reports to review current marketing efforts, and discuss this topic again at a future meeting. It was decided that the committee would dedicate a meeting on February 15<sup>th</sup> to further discuss this topic and vote on issuing an RFP.

The committee also discussed possible revisions to the Tourism Grant application process but it was ultimately decided to table this topic to a future meeting where more members were in attendance.

**2. Future Meeting Dates/Schedules**

The next CEDC meeting will take place on February 8<sup>th</sup> and the committee will discuss Drive-In site updates and a possible short term rental bylaw. The committee will also meet on February 15<sup>th</sup> to discuss the town's next marketing contract.

**3. Review of Past Meeting Minutes**

**Vote:** On a motion from Joanne Crowley, seconded by Mary Vilbon, the Committee voted to approve the minutes of January 11, 2022, by a vote of 4-0.

The meeting adjourned at approximately 5:57pm