

On January 14, 2019 on a motion by Ken Smith, seconded by Norm Weare, the committee voted 4-0 to approve these minutes.

Town of Yarmouth

MINUTES OF THE COMMUNITY & ECONOMIC DEVELOPMENT
COMMITTEE MEETING OF
December 13, 2018

The Yarmouth Community & Economic Development Committee held a Business Meeting at 4:30 p.m. on Thursday, December 13, 2018 at the Yarmouth Town Hall, Room A, located at 1146 Route 28, South Yarmouth, MA.

Committee Members Present: Peter Q. Smith, Stephen O'Neil, Norm Weare, Ken Smith, Ryan Castle, Jack McCormack, Mary Vilbon

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

Guests: Jenn Werner, Joe Gibbs, Jan Butler, Mary-Ann Agresti, Matthew Scinto, Gregory Hischak, Bob Clark, Marty Murphy, Tom Nickinello

The meeting was opened by Peter Smith at 4:30 pm.

YARMOUTH TOWN CLERK

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1. **Tourism Revenue Preservation Fund**

Applicants presented their applications and responded to questions from the Committee.

The Cape Cod Chamber Orchestra is requesting \$5,000 and the application was presented by Mary-Ann Agresti and Matthew Scinto. Ms. Agresti explained that the Yarmouth New Church is planning on having the Cape Cod Chamber orchestra play a concert inside the building on September 22, 2019. The concert is designed to have an impact on all ages of the population and bring visitors to Yarmouth. Committee members asked the applicant about their marketing plan and Ms. Agresti responded that their marketing plan could be reduced. The Committee urged the applicant to work with the Chamber of Commerce on marketing of the event.

The Seaside Festival is requesting \$40,000 and the application was presented by Jan Butler and Joe Gibbs. There are no major changes proposed to the event from past years. Ms. Butler expressed her frustrations regarding the uncertain and rising costs of town fees. She explained that every year Festival organizers are unsure of what the Festival will be charged for town fees such as police and fire details. She urged the Town to develop a clearer and more consistent process for determining fees. The Committee shared Ms. Butler's frustration and agreed to address the town fee topic at a later meeting.

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The Halloween Haunt is requesting \$1,000 and the application was presented by Gregory Hischak. Mr. Hischak explained that the Halloween event will feature three historic properties in Yarmouth Port and will be a family friendly event which is free to attend. If awarded, the grant would be used to purchase lighting equipment in order to make this event sustainable years to come.

The Taylor Bray Farm is requesting \$4,500 and the application was presented by Bob Clark and Marty Murphy. Mr. Clark explained that the Farm puts on two fundraising events every year: a Sheep Festival in the Spring and Fall Festival in the Fall. The Sheep Festival brings in about 1200-1400 people every year while the Fall Festival usually has 600-800. There is a silent auction during the Sheep Festival which involves participation from local businesses. Mr. Clark explained that marketing for the festivals are primarily done by producing posters and programs.

The Ragnar Relay Race is requesting \$30,000 and the application was presented by Amber Sadlier. Ms. Sadlier explained that the race, which finishes at Smuggler's Beach, will involve 5,000 runners and will be marketed as a weekend event. If awarded, the grant would be used to improve the Finish Line at Smuggler's Beach and will also be used to reserve trolleys which will take people around Yarmouth. The applicant also noted that a portion of the proceeds from the event will benefit local nonprofits.

Ken Smith left the meeting at 6:45 pm

The St. Patrick's Day Parade is requesting \$30,000 and the application was presented by Tom Nickinello. Mr. Nickinello explained that this will be the 14th year of having the Cape Cod St. Patrick's Day Parade in Yarmouth. He explained that the theme for this year's parade is community spirit, and parade organizers expect increased attendance from last year. One of the goals of the parade is to fill Yarmouth hotels and restaurants in March.

2. Minutes

The Committee reviewed Draft Minutes from their meeting on December 6, 2018.

Vote: On a motion from Ryan Castle, seconded by Stephen O'Neil, the Committee approved the minutes for December 6, 2018 by a vote of 6-0-0.

3. Committee Member Updates

Jack McCormack explained to the Committee that the Cape Cod Commission has recently approved the draft of the Regional Policy Plan. He also explained that the comment period for the technical bulletins has been extended 15 days.

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4. Staff Updates

Karen Green, Director of Community Development, gave the Committee an update on the Tourism Revenue Preservation budget.

5. Adjourn

On a motion from Mary Vilbon, seconded by Jack McCormack, the Committee voted 6-0 to adjourn at 7:33 pm.

6. Documents provided:

- a. Agenda for the meeting
- b. Special Event Awards by Calendar Year
- c. Tourism Revenue Preservation budget update
- d. Email from Mary Vilbon regarding Sand Sculpture Trail
- e. Draft Minutes from CEDC meeting on December 6, 2018

Respectfully Submitted,
Kyle Pedicini, Community Development Office