

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

Town of Yarmouth

MINUTES OF THE COMMUNITY & ECONOMIC DEVELOPMENT  
COMMITTEE MEETING OF  
December 14, 2018

The Yarmouth Community & Economic Development Committee held a Business Meeting at 10:00 a.m. on Friday, December 14, 2018 at the Yarmouth Town Hall, Hearing Room, 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, Tom Nickinello

YARMOUTH TOWN CLERK

The meeting was opened by Peter Smith at 10:00 am

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1. Tourism Revenue Preservation Fund

Karen Greene, Director of Community Development, gave the Committee a Tourism Revenue Preservation Fund budget update. Before any potential reallocation of money, the Committee has \$107,163.02 available to fund special events.

The Chairman asked Committee members if there were any grant requests they would like to see eliminated from the process.

**A motion was made by Norm Weare, seconded by Ken Smith, to not make an award to the Irish Festival.**

Discussion on the Irish Festival ensued. Mr. Smith stated that it was a great event, but with so many requests for funding before the Committee, tough decisions have to be made. It was also noted that another event on the same day (the St. Patrick's Parade) already draws visitors to town. Mr. Castle stated that he believed the Irish Festival added to the draw of the Parade, and asked that the Committee wait to decide on Irish Festival funding until all the applications had been reviewed. Mr. Smith agreed to wait until all applications were heard before making a decision on whether or not to fund the event's request and **tabled his motion.**

The Chairman asked Committee members if there were any grant requests they would like to see fully funded.

**A motion was made by Mary Vilbon, seconded by Stephen O'Neil, to award \$1,000 to the Halloween Haunt.**

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Mr. Castle suggested that a condition be added to the approval of the request so that the funds will be used to purchase equipment that can be re-used in future events.

**Ryan Castle amended the motion to add a condition to the approval which was seconded by Ken Smith. The condition is that the applicant cannot return to the Committee in 2019 for a funding request.**

After discussion regarding how the event will be run in the future Mr. Castle and Ms. Vilbon tabled their motions.

The Committee reviewed all the applications and graded them according to their scoring criteria. The following applications were graded a 'High Advantageous': the Seaside Festival, the St. Patrick's Day Parade, The Cultural Center of Cape Cod, and the Ragnar Relay Race. The remaining applications were graded as 'Advantageous'.

The Committee discussed the Taylor Bray Farm applications. Members felt the events were a good draw for the town and it was noted that the events are the Farm's two main fundraisers.

**VOTE: A motion was made by Ken Smith, seconded by Mary Vilbon, to award \$4,500 to the Taylor Bray Farm festivals. The motion carried unanimously, 7-0.**

The Committee discussed the Cape Cod Chamber Orchestra application. Members felt that the marketing budget for the event was too high and should be reduced.

**VOTE: A motion was made by Ryan Castle, seconded by Mary Vilbon, to award \$1,500 to the Cape Cod Chamber Orchestra. The motion carried, 6-0-1 (Peter Smith abstained).**

The Country Festival application was discussed by the Committee. Mr. Castle expressed his belief that the event was highly advantageous to the town and would draw a lot of visitors. Other members noted that the event takes place in the summer (when there are already visitors in town) and that the event has some uncertainty (in terms of how successful it will be) as it is essentially a first year event. The Committee expressed that they would favor the event more if it took place on the weekend after the 4<sup>th</sup> of July weekend, as more visitors are needed during that time. It was also noted that the event would be a good way to measure the viability of having events on the Drive-In site.

**A motion was made by Ryan Castle, seconded by Stephen O'Neil, to award \$25,000 to the Country Festival if the event takes place on 7/13/2019 and \$20,000 if the event takes place on 7/20/2019.**

**Ken Smith amended the motion to award \$15,000 to the Country Festival if the event takes place on 7/13/2019 and \$10,000 if the event takes place on 7/20/2019.**

**VOTE: The amended motion carried, 6-1 (Ryan Castle voted in opposition).**

The Irish Festival application was discussed by the Committee. Mr. Weare stated that the Festival does not draw additional people to Yarmouth due to the fact that the St.

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Patrick's Day Parade already takes place that day and that the event should not be funded by the Committee.

**A motion was made by Norm Weare, which was not seconded, to not make an award to the Irish Festival. The motion failed.**

Other members felt that the Irish Festival did draw additional visitors to Yarmouth and wanted to encourage the event organizer to pursue future events in town.

**A motion was made by Jack McCormack, seconded by Mary Vilbon, to award \$5,000 to the Irish Festival.**

**Ken Smith amended the motion to award \$10,000 to the Irish Festival which was seconded by Stephen O'Neil.**

**VOTE: The amended motion carried, 5-2 (Norm Weare and Mary Vilbon voted in opposition).**

**VOTE: The amended motion to award \$10,000 to the Irish Festival carried, 5-2 (Peter Smith and Mary Vilbon voted in opposition).**

The Committee reviewed the Sand Sculpture Trail application. Mary Vilbon, Director of the Yarmouth Chamber of Commerce, explained that the increase in the funding request from last year is a result of additional staff time needed to coordinate the event. Mr. Castle stated that he believed the 'event' should be funded through marketing as opposed to special events.

**A motion was made by Ryan Castle, which was not seconded, to not make an award to the Sand Sculpture Trail. The motion failed.**

**VOTE: A motion was made by Stephen O'Neil, seconded by Jack McCormack, to award \$30,000 to the Sand Sculpture Trail. The motion carried, 4-2-1 (Ken Smith and Ryan Castle voted in opposition and Mary Vilbon abstained).**

The Ragnar Relay Race was discussed by the Committee. It was agreed that the event would be an excellent draw for visitors to Yarmouth.

**A motion was made by Ryan Castle, which was not seconded, to award \$30,000 to the Ragnar Relay Race. The motion failed.**

**VOTE: A motion was made by Stephen O'Neil, seconded by Norm Weare, to award \$15,000 to the Ragnar Relay Race. The motion carried, 6-1 (Ryan Castle voted in opposition).**

The Committee reviewed the Cultural Center of Cape Cod's application. It was noted that the Cultural Center received \$22,000 last year.

**A motion was made by Jack McCormack, which was not seconded, to award \$30,000 to the Cultural Center of Cape Cod. The motion failed.**

**VOTE: A motion was made by Ken Smith, seconded by Ryan Castle, to award \$22,000 to the Cultural Center of Cape Cod. The motion carried, 6-1 (Jack McCormack voted in opposition).**

The St. Patrick's Day Parade application was reviewed by the Committee. It was noted that the parade received \$25,000 last year.

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A motion was made by Stephen O'Neil, seconded by Jack McCormack, to award \$35,000 to the St. Patrick's Day Parade.

Ken Smith amended the motion, which was seconded by Norm Weare, to award \$25,000 to the St. Patrick's Day Parade.

**VOTE:** The amended motion carried, 6-0-1 (Ryan Castle abstained).

**VOTE:** The amended motion to award \$25,000 to the St. Patrick's Day Parade carried, 6-0-1 (Ryan Castle abstained).

The Committee reviewed the Seaside Festival's application. It was noted that the event received \$21,000 last year.

A motion was made by Stephen O'Neil, seconded by Jack McCormack, to award \$40,000 to the Seaside Festival.

Ken Smith amended the motion, which was seconded by Mary Vilbon, to award \$25,000 to the Seaside Festival.

**VOTE:** The amended motion carried, 4-2-1 (Jack McCormack and Stephen O'Neil voted in opposition and Ryan Castle abstained).

**VOTE:** The amended motion to award \$25,000 to the Seaside Festival carried, 4-2-1 (Jack McCormack and Stephen O'Neil voted in opposition and Ryan Castle abstained).

The Ancient Cemetery Tour application was reviewed by the Committee. It was noted that the grant would be used to purchase costumes which could be used in future years as well.

A motion was made by Stephen O'Neil, seconded by Ken Smith, to award \$2,525 to the Ancient Cemetery Tour.

Ryan Castle amended the motion, which was not seconded, to award \$1,500 to the Ancient Cemetery Tour. The amended motion failed.

**VOTE:** A motion was made by Stephen O'Neil, seconded by Ken Smith, to award \$2,525 to the Ancient Cemetery Tour. The motion carried, 5-2 (Ryan Castle and Peter Smith voted in opposition).

Chairman Smith reviewed the special events budget after all the applications had been voted on. He noted that there was a deficit \$39,361.98 that needed to be addressed either through reduction in grants or allocating money from the 'unallocated' portion of the Tourism Revenue Preservation Fund to the 'special events' portion (or a combination of both).

A motion was made by Ryan Castle, seconded by Norm Weare, to reduce the award to the Irish Festival to \$0.

**VOTE:** A motion was made by Ryan Castle, seconded by Norm Weare, to reduce the award to the Irish Festival to \$0. The motion carried, 6-1 (Jack McCormack voted in opposition).

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

A motion was made by Ryan Castle, which was not seconded, to reduce the award to the Ancient Cemetery Tours to \$0. The motion failed.

**VOTE:** A motion was made by Ken Smith, seconded by Ryan Castle, to reduce the award to the Sand Sculpture Trail to \$25,000. The motion failed, 3-3-1 (Peter Smith, Norm Weare, and Ryan Castle voted in opposition and Mary Vilbon abstained).

A motion was made by Ryan Castle to move \$30,000 from the 'Unallocated' portion of the Tourism Revenue Preservation Fund to the 'Special Events' portion, fund the Sand Sculpture Trail outside of the grant process, and reduce the grant award to the Sand Sculpture Trail to \$0. The motion was seconded by Ken Smith. The Chairman Peter Smith stated that he could not accept the motion because it would move the Sand Sculpture Trail out of the event process. He further explained that an event cannot be moved out of the event process and funded when the event process is already underway. Mr. Castle tabled his motion.

**VOTE:** A motion was made by Ryan Castle, seconded by Norm Weare, to move \$34,361.98, from the 'Unallocated' portion of the Tourism Revenue Preservation Fund to the 'Special Events' portion. The motion carried unanimously, 7-0.

The Committee discussed the possibility of imposing conditions on applications. The St. Patrick's Day Parade was given a condition that they cannot spend any of the grant on TV marketing. The Ragnar Relay Race was imposed a condition that the grant money must be spent on the finish line at Smuggler's Beach and to rent trolleys that take people around Yarmouth. The Cape Cod Chamber Orchestra and the Halloween Haunt were given conditions that event organizers must work with the Yarmouth Chamber of Commerce on marketing. The Ancient Cemetery Tour was imposed the condition that the grant award be spent on buying costumes only.

The Committee took one final look at the grant awards and discussed if any awards should be changed.

**VOTE:** A motion was made by Jack McCormack, seconded by Ken Smith, to award \$5,000 to the Irish Festival. The motion carried, 5-2 (Ryan Castle and Norm Weare voted in opposition).

A motion was made by Jack McCormack, which was not seconded, to reduce the award to \$5,000 for the Country Festival. The motion failed.

**VOTE:** A motion was made by Ken Smith, seconded by Stephen O'Neil, to reduce the award to \$10,000 for the Country Festival. The motion carried, 4-3 (Ryan Castle, Mary Vilbon, and Peter Smith voted in opposition).

**VOTE:** A motion was made by Ryan Castle, seconded by Stephen O'Neil, to impose a condition on the Irish Festival that all, or a portion of, the \$5,000 grant may be transferred by the event organizer (Mac Nation Events LLC) to use for the Country Festival. The motion carried unanimously, 7-0.

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

**VOTE:** A motion was made by Ryan Castle, seconded by Ken Smith, to remove the previously imposed condition on the Country Festival that \$15,000 will be granted to the Country Festival if the event takes place on 7/13/2019 and \$10,000 will be granted if the event takes place on 7/20/2019. The motion carried unanimously, 7-0, and the condition was removed.

**VOTE:** A motion was made by Ryan Castle, seconded by Ken Smith, to allocate grant funds as presented. The motion carried unanimously, 7-0. The final awards were as follows:

Event	Request	CEDC Grant	%
Seaside Festival	\$ 40,000.00	\$ 25,000.00	62.5%
St. Patrick's Parade	\$ 35,000.00	\$ 25,000.00	71.4%
Cultural Center	\$ 30,000.00	\$ 22,000.00	73.3%
Ragnar	\$ 30,000.00	\$ 15,000.00	50.0%
Sand Sculpture	\$ 30,000.00	\$ 30,000.00	100.0%
Irish Festival	\$ 25,000.00	\$ 5,000.00	20.0%
Country Festival	\$ 25,000.00	\$ 10,000.00	40.0%
CC Chamber Orchestra	\$ 5,000.00	\$ 1,500.00	30.0%
TB Farm	\$ 4,500.00	\$ 4,500.00	100.0%
Ancient Cemetery	\$ 2,525.56	\$ 2,525.00	100.0%
Halloween Haunt	\$ 1,000.00	\$ 1,000.00	100.0%
<b>Total</b>	<b>\$ 228,025.56</b>	<b>\$ 141,525.00</b>	<b>62.1%</b>

2. **Adjourn**

On a motion from Mary Vilbon, seconded by Stephen O'Neil, the Committee voted 7-0 to adjourn at 12:00 pm

3. **Documents provided:**

- a. Agenda for the meeting
- b. CEDC PACE Memo
- c. CEDC Annual Report

Respectfully Submitted,  
Kyle Pedicini, Community Development Office