

On March 11, 2019, on a motion by Norm Weare, seconded by Stephen O'Neil, the committee voted 4-0 to approve these minutes.

Town of Yarmouth

MINUTES OF THE COMMUNITY & ECONOMIC DEVELOPMENT
COMMITTEE MEETING OF
February 25, 2019

The Yarmouth Community & Economic Development Committee held a Business Meeting at 4:30 p.m. on Monday, February 25, 2019 at the Yarmouth Town Hall, Room A, located at 1146 Route 28, South Yarmouth, MA.

Committee Members Present: Peter Q. Smith, Ken Smith (departed at 6:10pm), Norm Weare, Mary Vilbon, Jack McCormack, Ryan Castle (departed at 4:50pm)

Staff: Karen Greene, Director of Community Development; Jeff Colby, DPW Director

Guests: Tony Crookshank

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

YARMOUTH TOWN CLERK

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1. Tourism Revenue Preservation Fund

Karen Greene, Director of Community Development, presented the Tourism Preservation Fund Budget to the Committee and introduced two new physical improvement requests. One request is from the Drive-In Site Utilization Committee for \$42,000 for short term improvements to the Drive-In site. Another request is \$20,000 from the town's Department of Public Works for funding of the 2019 Beautification Team. Tony Crookshank, Vice President of New England Event Management, explained his interest in using the Drive-In site in the future to have a boat show. He explained that the reason they have not been able to use the site in the past is because it was too rough and needed to be cleaned up. He also noted that adding electricity to the site would greatly improve its attractiveness to event organizers.

Jeff Colby, DPW Director, reviewed the request for \$42,000 for Drive-In site improvements. He explained that the proposal is to remove a roughly 40,000 sq. ft. area of mulch/organic material from the site and to move the large stones on the site to the outer perimeter. Mr. Colby explained that the town would look into ways to utilize town staff to do the work where possible to save money. The Committee agreed that the proposal was beneficial to the site both in the short term and in the long term.

Vote: On a motion from Ryan Castle, seconded by Stephen O'Neil, the Committee approved the request for up to \$42,000 for improvements to the Drive-In site by a vote of 6-0.

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Vote: On a motion from Stephen O'Neil, seconded by Ken Smith, the Committee approved the addition of a condition to the approval of the \$42,000 request for Drive-In site improvements by a vote of 6-0. **Condition:** Work must be completed by 6/15/19.

The Committee also reviewed the request of \$20,000 for the Beautification Team. The Committee identified The Drive-In site entrance as an additional location of focus for the 2019 Beautification Team.

Vote: On a motion from Mary Vilbon, seconded by Stephen O'Neil, the Committee approved the request for up to \$20,000 in funding for the 2019 Beautification Team, by a vote of 6-0.

Karen Greene presented the budget figures to the Committee and asked if they wanted to reallocate any funding between the different sub-categories. Chairman Smith suggested not exceeding the budget for project and events in the future and capping awards for individual events. The concept of periodic surveys of local business owners to receive feedback on Committee spending was discussed. Outreach to the different town department heads was also discussed, as it would be helpful to know what each department's needs for physical improvement requests might be. Mary Vilbon volunteered to draft the questions posed to the community. The Committee agreed to revisit the budget discussion at the next meeting.

Karen Greene reviewed the list of things the town will require in the upcoming Marketing RFP. The Committee discussed what has been in the RFP in the past and additional aspects they'd like to see included in this RFP.

2. Committee Member Updates

Jack McCormack updated the Committee on recent Design Review Committee discussions. He explained that they recently reviewed a gas station project off Station Ave (just North of the Rail Trail). As proposed, the project requires a number of Variances from the Zoning Board of Appeals.

Mary Vilbon discussed the topic of the Board of Health's proposed ban of flavored tobacco and e-cigarettes, which would have a serious impact on the business community. She suggested having an educational program on the issue as opposed to reverting to banning a legal product in town. Chairman Smith suggested that the Committee oppose the proposal, as it will not solve the problem but will harm local businesses.

Vote: On a motion from Stephen O'Neil, seconded by Norm Weare, the Committee approved issuing a memo to the Board of Health to oppose their proposed ban of flavored tobacco and e-cigarettes by a vote of 5-0.

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3. Minutes for Review

The Committee reviewed draft minutes from their meeting on February 11, 2019.

Vote: On a motion from Mary Vilbon, seconded by Jack McCormack, the Committee approved the minutes for February 11, 2019 by a vote of 5-0.

4. Adjourn

On a motion from Mary Vilbon, seconded by Norm Weare, the Committee voted 5-0 to adjourn at 6:35 pm

5. Documents provided:

- a. Agenda for the meeting
- b. Tourism Revenue Preservation Fund Budget
- c. Physical Improvement Request for the Drive-In site
- d. Physical Improvement Request for the Beautification Team
- e. Town fees package
- f. Draft Minutes from CEDC meeting on February 11, 2019

Respectfully Submitted,
Kyle Pedicini, Community Development Office