

On September 8, 2020, on a motion by Tom Roche, seconded by Jack McCormack, the DISUC Committee voted 4-0 to approve the minutes of August 27, 2020.

YARMOUTH TOWN CLERK
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Town of Yarmouth

**MEETING MINUTES OF THE DRIVE-IN SITE UTILIZATION COMMITTEE MEETING OF
August 27, 2020**

The Yarmouth **Drive-In Site Utilization Committee (DISUC)** held a Business Meeting at **4:00** p.m. on **Thursday, August 27, 2020** at the Drive-In site (669 Route 28, West Yarmouth).

Committee Members Present: Jim Saben, Rich Bilski, Jack McCormack, Bud Nugent, and David Reid

Members Absent: Peter Slovak and Tom Roche

Staff: Kathy Williams, Town Planner; Karen Greene, Director of Community Development; and Bruce Murphy, Health Director

Guests: Mary Vilbon, Yarmouth Chamber of Commerce Director; Tom Nickinello; Mark Forest, Board of Selectmen Chairman; Adam Epstein and Joe Kosin of iAE.

1. **Site Visit & Discussion of Use of the Former Drive-In Site:** Chairman Jim Saben opened the meeting at 4:01 PM. Adam Epstein, iAE Entertainment, gave a presentation to the committee reviewing his company's operations on the Drive-In site for summer 2020. He explained that his company has been operating an entertainment complex on the site since July, and they hope to partner with the Town to use the site in the future. Mr. Epstein explained that his company spared no expense to set up the site – with examples including the state of the art LED screens, ample amount of on-site personnel to regulate crowds/parking during events, free WiFi, contactless concessions, along with the creation of individual pods to allow for safe seating outside vehicles.

The large overhead expense associated with the site and the short amount of preparation/setup time was challenging for the event operator. It was also noted that the lack of on-site alcohol sales and minimal other revenue streams such as sponsorships have made it difficult to operate the Drive-In site profitably. Changes were made to programming in order to recoup costs – mainly the reduction of drive-in movies (which are low grossing and did not cover expenses) in favor of live shows. Selectmen Forest pointed out that these live shows are still an example of 'family-friendly' entertainment, as he's seen many families in attendance at them.

Chairman Saben asked Mr. Epstein what challenges/obstacles he's faced while operating on the site. Mr. Epstein responded that he's been working with the neighbors with complaints regarding the noise and light from the site. It was reported that progress has been made to alleviate many of these concerns, with Mr. Epstein working directly with neighbors to arrive at solutions when issues arise. For example, it was noted how the company uses screen displays to discourage cars honking during/after performances, and adjustments were made during sound checks to reduce sound travel in the abutting neighborhood during the live events. Mr. Epstein also suggested that there are minor improvements that could be made to enhance the site, such as planting new grass or installing perimeter fencing.

Mr. Epstein noted that their website and on-site WiFi allow for collection of data on people purchasing tickets and how often they return, noting a high percentage of repeat customers with 80% of people coming to the live entertainment from outside Barnstable County

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(Boston #1 and New York #3). They have over 250,000 unique visitors to their website and over 18,000 people signed up for the Free Cape Club. This data helps to show the site is becoming a destination for tourism. The Chamber is working on development of a survey which Mr. Epstein indicated he would help to send out to get more data points.

Mr. Epstein has been involved in the production of amplified concerts in the past where noise has been muted by new audio systems with more advanced technology that can direct the sound better. He stated he would like to try this on the Drive-In site this fall to gauge the reception. There were further discussions on alcohol sales at these events to vet the whole concept of the site as an event space. The Drive-In Site Utilization Committee (DISUC) noted that they would be supportive of such a test run at the site. As it is costly to set up this type of amplification system, along with the COVID-19 safe delivery system for alcohol, Mr. Epstein was looking at two weekends in October. Mark Forest suggested that the DISUC provide the Board of Selectmen with their recommendations at the September 15th Board meeting. Jim Saben recommended all the DISUC members try to attend an event prior to the BOS meeting. Mr. Epstein would need to apply for another Special Alcohol License and Special Entertainment License for amplified music in time for a September 29th Public Hearing.

2. **Community Preservation Act Application:** The DISUC reviewed the attached letter from Gary Ellis, Chairman of the Community Preservation Committee, regarding input on the previously submitted \$1.5 million CPA application for the Riverwalk Park and Boardwalk. The DISUC agreed to hold off on the CPA grant request until the 2021 Annual Town Meeting. Staff to draft a letter for review by David Reid and Jim Saben.
3. **Draft Minutes – August 4, 2020:** Minutes deferred to the next meeting.
4. **Adjournment: VOTE:** **On a motion by Bud Nugent, seconded by David Reid, the DISUC voted unanimously (5-0) to adjourn at 5:42 PM.**

ATTACHMENTS:

- 08/27/20 DISUC Agenda
- Various Abutter correspondence regarding the Drive-In site
- August 7, 2020 Memo from CEDC
- August 19, 2020 e-mail from Adam Epstein regarding sales data for various events
- Vineyard Gazette and Martha's Vineyard Times news articles on Beach Road Weekend, both dated September 4, 2019
- Line Arrays Explained Article
- Letter from Gary Ellis, CPC Chairman, to Jim Saben, DISUC Chairman
- Draft Minutes – August 4, 2020

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