

On December 9, 2019, on a motion by Joanne Crowley, seconded by Ken Smith, the committee voted 6-0 to approve these minutes.

Town of Yarmouth

MINUTES OF THE COMMUNITY & ECONOMIC DEVELOPMENT  
COMMITTEE MEETING OF  
December 2, 2019

The Yarmouth Community & Economic Development Committee held a Business Meeting at 4:30 p.m. on Monday, December 2, 2019 at the Yarmouth Town Hall, Room A, located at 1146 Route 28, South Yarmouth, MA.

**Committee Members Present:** Peter Smith, Mary Vilbon, Stephen O'Neil, Ken Smith, Joanne Crowley

YARMOUTH TOWN CLERK  
'19DEC11AM11:26 REC

**Staff:** Kyle Pedicini, Economic Development Coordinator

**Guests:** Jenn Werner, Yarmouth Chamber of Commerce; Jan Butler, Seaside Festival; Desmond Keogh and Tom Nickinello, St. Patrick's Day Parade; Pat McDonough and John Fallon, Yarmouth Irish and Music Festival

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

**1. Tourism Grant Program Interviews**

Jan Butler presented the application for the Seaside Festival. Ms. Butler explained that the Seaside Festival is requesting \$35,000 as a grant for their 2020 event. It was explained that the 2020 event would be very similar to the 2019 event and there would likely be no road race again this year due to the expense of the program outweighing the benefit of it. The Chamber of Commerce urged Ms. Butler to explore the possibility of hiring a professional photographer for the event, so that the resulting images/video can be used to promote the Town/event in the future. It was also suggested by the Chamber that the Festival use online display ads instead of print ads. Ms. Butler responded that the Festival is advertised on Facebook but not with paid Facebook ads.

Desmond Keogh and Tom Nickinello presented the application for the 2020 Cape Cod St. Patrick's Day Parade. They explained that they were requesting a \$35,000 grant for their 2020 event. Mr. Keogh explained that the event will be similar to the 2019 Parade, but they are planning on having more/bigger bands at the Parade this year. The Parade Committee is also planning on having more fundraisers throughout the year to support the event, including a Winter Wonderland event upcoming in December. It was also explained that the theme for the parade this year will be family/kids, as Best Buddies will be involved as well. In order to reduce the cost of police details for the event, the Parade is hoping to work with the Police Chief so they can utilize CERT team volunteers at applicable detail locations. Mr. Keogh also explained the marketing strategy for the event,

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and stated that radio ads will be utilized to target visitors from Western, MA. The Parade will also likely have free TV and radio ads again this year. Committee member Stephen O'Neil asked the event organizers if they could make do with the grant they received last year (\$25,000) and Mr. Keogh responded by saying that they would be grateful for whatever funds they receive.

Patrick McDonough presented the application for the 2020 Yarmouth Irish Festival, which is requesting \$10,000 for a grant. He explained that he is planning on doing additional marketing this year for the event to continue the buzz surrounding it. He is also planning on having more bathrooms available at the event, and hopes to have marketing that compliments the St. Patrick's Day Parade. Committee member Stephen O'Neil asked the Mr. McDonough if he could make do with the grant he received last year for the event (\$5,000) and Mr. McDonough responded by saying that he could.

Patrick McDonough presented the application for the 2020 Yarmouth Music Festival, which is requesting \$20,000 as a grant. Mr. McDonough explained that this year's Festival won't just be country songs, and will include songs of various genres. The Festival will also take place on only one day this year as opposed to the two days it took place over last year. It was pointed out by Committee members that the proposed date for this event was the same date as Paw Palooza (8/1/20), and it was suggested that the event date be changed to either sometime in September or the weekend after 4<sup>th</sup> of July when there's a lull in hotel bookings in Town. Mr. McDonough said that he would look into revising the event date and would get back to the committee ASAP. The Chamber of Commerce also urged Mr. McDonough to record high-quality images and videos for the event as per the Tourism Grant contract conditions.

## **2. Staff Updates**

Kyle Pedicini, Economic Development Coordinator, presented a draft schedule of agenda items for the CEDC in 2020. Committee members requested that the Special Events program be discussed in January so the committee can consider revisions to the program and application process. Members also expressed disappointment in the quality of the grant applications for this year, and suggested starting the application process sooner and rejecting future applications that don't contain complete information. Stephen O'Neil also requested an update of the water/electricity project at the Drive-In site at the next meeting and offered to assist with the project.

## **3. Minutes for Review**

The Committee reviewed draft minutes from their meeting on November 18, 2019.

**Vote:** On a motion from Stephen O'Neil, seconded by Mary Vilbon, the Committee approved the minutes for November 18, 2019 by a vote of 5-0.

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**4. Upcoming Meetings**

The next CEDC meeting will take place on Monday, December 9<sup>th</sup>, as the CEDC will continue their Tourism Grant applicant interviews and depending on time, will potentially vote on the funding of applications.

**5. Adjourn**

On a motion from Mary Vilbon, seconded by Ken Smith, the Committee voted 5-0 to adjourn at 6:50 pm.

**6. Documents provided:**

- a. Agenda for the meeting
- b. Tourism Grant Applications
- c. Draft 2020 CEDC Schedule/Agenda Items
- d. Draft Minutes from CEDC meeting on November 18, 2019

Respectfully Submitted,  
Kyle Pedicini, Community Development Office