

Approved Sept 1, 2011 on a motion by Bob DuBois, second by Ken Driscoll, 4-0-0.

TOWN OF YARMOUTH  
COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE  
MINUTES  
March 15, 2011

**Location:** Town Hall, Room C.

**Present:** Peter Q. Smith, Ken Driscoll, John Barker, Bob DuBois, Jack Hynes, Tom George

**Not Present:** Jack McCormack

**Staff:** Karen M. Greene

Others: Joe Jasie (Seaside Festival); Kathy O'Neil (Yarmouth Farmers Market); Bob Nash and Lauren Wolk (Cultural Center of Cape Cod); Humberto Cordero (Yarmouth New Church); Lee Marchildon (Woodies on the Green)

**List of Exhibits: Applications for funding**

- Yarmouth Seaside Festival
- Highland Light Scottish Society
- Yarmouth Agricultural Commission
- Cultural Center of Cape Cod (three)
- Yarmouth New Church Preservation Foundation
- "Woodies on the Green"

YARMOUTH TOWN CLERK

17:24 APR 18 AM '11 REC

(Copies of the exhibits listed here may be found in the Department of Community Development at Yarmouth Town Hall, 1146 Route 28, South Yarmouth, MA.)

**Called to Order:** 7:00 PM by Chairman Peter Q. Smith

1. NEW BUSINESS; Review of Funding applications

- a. Yarmouth Seaside Festival application presentation by Joe Jasie. Mr. Jasie noted that the sale of the John Simpkins School will inhibit the festival's ability to provide and generate income from parking and that a decrease in attendance may be a secondary impact, further reducing revenues and potentially the long-term viability of the festival. Committee members noted that this is a long-term event for Yarmouth and that it has successfully contributed to additional visitors to Town and asked questions concerning parking, attendance, advertising, vendor fees, and amusement fees. \$20,000 requested. Event scheduled for Columbus Day Weekend.
- b. Yarmouth's Farmers Market application presentation by Kathy O'Neil. Discussion and questions by committee concerning compensation for market manager, Saturday attendance, impact on the Cape Cod Cultural Center, participation of Yarmouth residents both commercial and backyard farmers. Comments by Bob Nash on impact of market on Cultural Center were positive for the Center. Grant funds were requested to offset costs of a market manager. Ms. O'Neil noted that while currently planned for Thursdays and Saturdays, the Thursday market performed better than Saturdays. \$4000 requested.
- c. Cape Cod Cultural Center application presentations by Bob Nash and Lauren Wolk.
  - i. Treasure Hunt for the Arts – a first time event, this one-day event is planned to grow into a full weekend event that will involve sites town-wide, with a home-base at the Cultural Center. \$9,000 requested to cover costs associated with planning, creation of marketing images and advertising, prizes and other production costs. The Treasure Hunt for the Arts is the top priority for the Cultural Center (of their three applications). This event is scheduled for October and would be coordinated with the Arts Foundation's Fall for the Arts festival.
  - ii. Special Exhibits - \$3,775 requested for costs associated with three separate exhibits scheduled throughout the summer: Copley Society of Art, Pastel Painters of Cape Cod, and Cape Cod Quilters. TRP Funds were utilized last year to fund a special exhibit at the Cultural Center which successfully drew out of town visitors. Feedback from area restaurants and motels note that their businesses were positively impacted by this event. Mr. Nash noted that these exhibits were quite notable and would be expected to perform similarly.

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- iii. Painting in the Park - \$2050 requested for costs associated with supplies and staffing of weekly event. To be coordinated with Thursday Farmers Market event, the Painting in the Park would help to grow the market and also to draw visitors to Packet Landing.
- d. Yarmouth New Church Concerts - \$3,440 requested to cover costs associated with three workshops/concerts held in conjunction with the New England Conservatory of Music. Concerts would be held: June 30, July 28, and August 25. Committee members inquired about last year's program and whether out-of-town visitors were drawn to Yarmouth as a result of the concert series and whether there were opportunities to better tie-in with area businesses.
- e. Woodies on the Green – a first-time event, scheduled for September 17<sup>th</sup>, Woodies on the Green would be the first annual display of antique, wooden beach wagons. The event would be held on the Yarmouthport Village Green and would culminate in a parade down Route 6A. Mr. Marchildon noted that similar events were held around the country. Committee members agreed that Cape Cod was a great location and that this event has potential to grow. \$1,300 was requested to offset production costs including advertising, media development and production, and signage.
- f. Scottish Highland Light Society – application was review with Committee members directing staff to confirm budget figures (insurance line). A first time event in Yarmouth, the event was previously held in Sandwich at Heritage Gardens. \$20,000 was requested to cover production costs. Committee members noted that the scheduled date of August 6 was the same weekend as Pops by the Sea. Committee members noted that they had attended similar events elsewhere and that they were a big draw.

Staff reviewed available funding and allocations made at the March 9<sup>th</sup> meeting. **On a motion by Bob DuBois, seconded by Tom George, the Committee voted 5-0 to allocate \$40,000 from FY12 funds to the current round of grants with the understanding that said funds would not be utilized until FY12.**

After discussion of each application/interview, the Committee took the following actions:

1. 5-0-1 (Motion by Hynes, second by Barker, DuBois abstaining) to provide \$10,000 to the Yarmouth Seaside Festival noting that this allocation was unusual given the Committee's intent to fund new events. Also, given the uncertainty associated with the timing of the John Simpkins School redevelopment, the Committee noted that they would like to work with the Seaside Festival Committee to discuss the utilization of this funding, should the loss of parking become a non-issue. Committee noted possibility of utilizing funds for additional marketing and/or expansion of fireworks display.
2. 6-0 (motion by George, second by Driscoll) to provide \$4,000 to the Scottish Highland Society conditioned on funding being utilized for marketing and that the hiring of a public relations/social media expert be emphasized.
3. 6-0 (motion by George, second by Barker) to provide \$2100 to the Yarmouth Agricultural Commission to offset costs of a Thursday ONLY market manager
4. 5-0-1 (motion by Barker, second by George, DuBois abstaining) to provide \$8,000 in funds to the Cultural Center of Cape Cod for the Treasure Hunt for the Arts. The Committee noted tht they hoped in out years, that Yarmouth would be able to retain ownership of the event.
5. 6-0 (motion by Barker, second by Hynes) to provide \$2500 for the Summer Exhibits.
6. 6-0 (motion by George, second by Barker) to provide 1,000 for the Painting in the Park.
7. 5-0-1 (motion by Hynes, second by Driscoll, George abstaining) to provide \$1,900 to the Yarmouth New Church for the Concert and Workshop Series, conditioned upon the organization working with area restaurants to establish dinner packages at multiple properties.
8. 6-0 (motion by Barker, second by Hynes) to provide \$1235 for the Woodies on the Green event.

## **2. ADJOURNMENT**

On a motion by Ken Driscoll, seconded by John Barker with no further discussion, the meeting voted 6-0 to adjourn at 10:00 PM

Respectively submitted

Karen M. Greene