

Town of Yarmouth

MINUTES OF THE COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE MEETING OF
April 2, 2015

The Yarmouth Community & Economic Development Committee held a Business Meeting at 5:30 p.m. on Thursday April 2, 2015 in Conference Room A at the Yarmouth Town Offices located at 1146 Route 28, South Yarmouth, MA.

Committee Members Present: Peter Smith, Jack McCormack, Jack Hynes and Linda Jean.

Committee Members Absent: Tom George, John Barker and Ken Driscoll

Staff: Karen Greene, Community Development Director and Austin Cahill, Economic Development Planner.

Others: Kara Boule, Yarmouth Chamber of Commerce Marketing Director.

Chairman Peter Smith opened the meeting at 5:32 PM.

YARMOUTH TOWN CLERK

'15 JUN 12 PM 12:56 REC

1. TRPF

- a. **Yarmouth Chamber - PR Proposal:** Kara Boule, Yarmouth Chamber of Commerce Marketing Director, reviewed the public relations proposals for the Summer Celebration event. Both proposals offered services in logos, informative press releases and relationships. Kara Boule noted this will lead to more people hearing and talking about Yarmouth and was in favor of accepting one of the public relations proposals. Ms. Boule noted that each public relations proposal offered a standard summary following the completion of their services. The Committee discussed possible strategies to track event income and attendance as the Board of Selectmen have been inquiring about the impact of events. The Committee discussed the possibility of Yarmouth hotels conducting surveys and providing weekly occupancy summaries. Kara Boule noted it may be easier to reach out to only the 10 most active hotels in Yarmouth. The Committee noted that public relations services may be out of the budget this year and discussed the option of direct marketing.

VOTE: On a motion by Jack Hynes, seconded by Jack McCormack, the Committee voted (4-0) to fund an additional \$5100 to the Summer Celebration for direct marketing as illustrated in the April 2, 2015 proposal.

- b. **Survey Results – St. Patrick’s Day Parade Business Community:** Karen Green and Austin Cahill reviewed the summary results of the St. Patrick’s Day Parade Business Survey. The Committee was in favor of using this survey as a template and conducting more surveys at the most active Town events this year.
- c. **Beach Gatehouse Proposal:** The CEDC discussed the implementation of gatehouses at Town Beaches. Kara Boule excused herself at 7:15 PM. The CEDC discussed constructing gatehouses at Seagull and Seaview Beach with a cost of \$9600 total for both.

VOTE: On a motion by Jack McCormack, second by Linda Jean, the Committee voted unanimously (4-0) in approval of the attached gatehouse proposal to implement gatehouses at Town Beaches.

Linda inquired about moving the old gatehouse at Seagull Beach to South Middle Beach if still in solid condition. The Committee discussed replacing the chain link fence at South Middle Beach and Sears Field with white vinyl or stockade fencing. Linda Jean indicated she will acquire quotes for these physical improvements.

- d. **FY16 Budget – ATM Preparation:** General discussion was held regarding the FY16 Budget – ATM Preparation.

VOTE: On a motion by Jack McCormack, seconded by Jack Hynes, the Committee voted (3-0-1) to reduce unallocated funds by \$24,290 and add an additional \$12,145 towards marketing and physical improvements with Linda Jean abstaining.

2. **Staff Updates:** None

3. **Minutes:** None

4. **Next Meetings:**

- a. Saturday, May 2, 2015 (Annual Town Meeting)
- b. Thursday, May 7, 2015

5. **Adjournment:** **VOTE: On a motion by Jack Hynes, seconded by Jack McCormack, the Committee voted unanimously (4-0) to adjourn at 7:50 PM.**

ATTACHMENTS:

- April 2, 2015 Agenda
- Summer Celebration Kickoff Marketing Plan
- 2015 Cape Cod St. Patrick's Day Parade Survey
- Tourism Revenue Preservation Fund
 - Article 17 & Explanation
 - Budget as of April 2, 2015
- Town of Yarmouth Procurement Summary Form
- March 18, 2015 shed proposals email from Ralph Bartlett
- One Cape, FAQ: WMAs and the June 15 deadline
- March 31, 2015 email from Kiernan Nunan

Approved on **June 11, 2015:**

On a motion by Jack Hynes, seconded by Jack McCormack, the Community & Economic Development Committee voted unanimously (5-0) to approve the meeting minutes of April 2, 2015.