

On 10/5/17, on a motion by Ken Smith, seconded by Mary Vilbon, the committee voted 4-0 to approve these minutes.

Town of Yarmouth

MINUTES OF THE COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE
MEETING OF
August 3, 2017

The Yarmouth Community & Economic Development Committee held a Business Meeting at 5:00 p.m. on Thursday, August 3, 2017 in Room A of the Yarmouth Town Hall located at 1146 Route 28, South Yarmouth, MA.

Committee Members Present: Ken Smith, John Barker, Jack McCormack (at 5:45), Mary Vilbon, Peter Q. Smith

Committee Members Absent: Tom George

Staff: Karen Greene, Director of Community Development; Pat Armstrong, Director of Parks, Recreation, and Cemeteries; Nick Spintag, Angela Marino

Guests: Selectman Mark Forest

The meeting was opened by Peter Smith at 5:00 p.m.

YARMOUTH TOWN CLERK

'17OCT30AM10:29 REC

Tourism Revenue Preservation Fund (TRPF):

- o Beautification Team - Director of Parks, Recreation, and Cemeteries Pat Armstrong, and Nick Spintag and Angela Marino of the Beautification Team reported on their work which included trash removal, clean-up, weeding, pruning, edging, mowing, and planting at Sea Holly Park, Baxter Grist Mill, Bridgewater State University, Town Hall, the lot behind the Pancake Man, the Chez Lenore lot, the Senior Center, Route 6A playground, and the World War I Memorial/Yarmouth Port Green, and a Town-owned property at 378 Route 28. Six signs have been posted there noting the \$300 fine for dumping. The team also used 200 gallons of white vinegar/salt mixture to kill weeds along Route 28. Ms. Armstrong asked the Committee to prioritize any additional work and if they had heard any public input. Committee members had heard only positive feedback. Weed control on Route 6A, and pruning and maintenance around slat signs and the new gateway signs were suggested; however, there are no sidewalks or shoulders around the gateway signs. Mr. Spintag advised that they will also be cleaning benches.

Ms. Armstrong advised that TruGreen has offered to provide the Town with a quote for weed control in the future, which will require a permit from MassDOT. Ms. Armstrong left at 5:15.

Ms. Greene advised that the new slat signs and the Baxter Grist Mill sign will be installed soon. The Committee discussed issuing a press release about the Beautification Team. Ms. Greene will compose it and Ms. Vilbon will take the photo. The Committee agreed that the program has been a success thus far.

- o Physical Improvement Updates – Ms. Greene updated the Committee:
 - o Packet Landing – the project is on budget, but a little behind schedule.
 - o Slat Signs – will go in soon

On 10/5/17, on a motion by Ken Smith, seconded by Mary Vilbon, the committee voted 4-0 to approve these minutes.

- Fencing – the project has been delayed due to staffing changes; surveying is almost complete, then bid documents need to be compiled. The project will move forward, but not as quickly as originally planned.
- Gateways – signs and plantings have been installed, watering and maintenance will be conducted as needed. The Lions Club and the Cultural Center have asked to put their signs up on the crossbars, which is what they were designed for. The Committee discussed the requests and agreed that it would not fund the service signs. Mr. Forest concurred.
Ms. Vilbon advised that she has applied to the State for a “Visitors Information” sign at Exit 7. She also plans to put a sign on Higgins Crowell Road.
- Special Event Program Discussion – The Committee has budgeted \$100,000 for special events in FY 2018. Ms. Greene reviewed the special event program application procedure. Larger event organizers have approached the Chamber who would require an earlier funding commitment. The Committee discussed how to get better compliance from some of the grantees, particularly final reports and survey data. Ms. Greene and Ms. Vilbon will review the current application prior to the next meeting. The Committee agreed to set a mid-October application deadline and to include a sample contract and a statement of understanding with the application. They will also hold an event organizer meeting similar to last year’s at BSU to review expectations and contract requirements.
 - Sand Sculptures – All agreed that this is a very popular and worthwhile project. Ken Smith offered to contact Paul Ronty after Mary Vilbon reconfirms with Linda Jean that she is no longer available to manage it.
 - Social Media Management - The Committee discussed the importance of building a stronger and more upbeat online presence. Mr. Forest suggested that with the Town’s management stabilized, there should be a comprehensive policy on social media management. He questioned whether department heads have the time to also manage social media accounts/websites. Xfinity gives back to the Town \$600,000 - \$700,000 each year (a percentage of each subscriber’s bill) to underwrite communications/media operations; Mr. Forest does not believe this funding is being maximized. Mr. McCormack suggested getting Cape Tech involved.

Committee Business:

- Committee Member Terms – Tom George’s term expires at the end of 2017; John Barker and Peter Q. Smith need to be reappointed. Peter Smith would like to continue. Mr. Barker will think about it. Ms. Greene will contact Mr. George. There may be a term limit on the chairmanship. As Appointments Chair, Selectman Forest commented that although it is a challenge to get people to serve on committees, there is currently a good pool to work with. He interviews everyone who is interested, preferably with a staff member, committee chair, and any interested members. He welcomes input on any specific qualifications the Committee is seeking.
- Drive In Site Utilization Committee (DISUC) Representative – Ken Driscoll did not seek reappointment to the Planning Board, and therefore is no longer their representative to the CEDC, and therefore can no longer represent the CEDC on the DISUC. The Committee needs to identify a new representative and discussed waiting until the Planning Board appoints its new representative to CEDC. The Committee agreed to put this item onto the August 21 agenda.
- Board of Selectmen Goals – Adopted. Selectman Forest asked the Committee to consider what action items would be helpful for discussion at a future meeting. He advised that his background is in economic development, both at the local and state level. He sees opportunity in bringing a broadband spur into Yarmouth and in spurring “heritage tourism.” Ken Smith noted that the state tourism budget has been getting cut for several years. Mr. Forest acknowledged the good work done locally so far and suggested possibly working with professionals to identify and build upon

On 10/5/17, on a motion by Ken Smith, seconded by Mary Vilbon, the committee voted 4-0 to approve these minutes.

the Town's most significant assets to link heritage/history with economic development. Ms. Vilbon is aware of three groups thinking along the same lines. Mr. Forest suggested developing a think tank.

- Updates – Jack McCormack reported that the Cape Cod Commission granted a hardship exemption to Cape Cod Total Athletics based on the community benefit.

Staff Updates:

- The Loft at the Cove – Outdoor Entertainment License was approved by the Selectmen, who included the same conditions set by the Zoning Board of Appeals: entertainment will be allowed from May 1 through October 31, from 4:00–9:00 p.m.; amplification to be provided by the musicians only; no more than 3 musicians at any time;
- Riverwalk Park and Boardwalk Feasibility Study – The Committee met on July 31 in the Gateway Isles neighborhood to view the marsh and select a perspective for the photo-representation.
- Growth Incentive Zone (GIZ) Extension Request – The original GIZ was approved in 2007 for a ten-year term. There are projects in progress that need the benefits of the GIZ, as well as new projects being proposed. The Planning Board voted 4-0 to request a four-year extension from the Cape Cod Commission. The Board of Selectmen will vote on August 8. There will be a hearing in September. Peter Smith proposed a show of support.

VOTE: Jack McCormack made a motion, seconded by Ken Smith, to recommend to the Board of Selectmen that they approve the extension of the GIZ for a period of four years. The Committee voted, 4-0-1 with John Barker abstaining, in favor of the motion.

- Mr. McCormack noted that during the four-year term the Town will look at revising the GIZ to include properties other than the motels.
- Peter Smith noted that two hotels in the GIZ have changed hands and will be getting upgraded.

Minutes: Will be considered at the next meeting.

Upcoming Meetings:

- St. Patrick's Day Parade – request to meet on August 21
- September 7, 2017

Adjourn: At 7:00 p.m. on a motion by John Barker, seconded by Ken Smith, the Committee voted unanimously (5-0) to adjourn.

Respectfully Submitted,
Karen M. Greene

