

# Town of Yarmouth

Per M.G.L.: All town and school boards, committees, commissions, and authorities shall post a notice of every meeting at least 48 hours prior to such meeting, excluding Saturdays, Sundays, and legal holidays. Notice shall contain a listing of topics/agenda that the chair reasonably anticipates will be discussed at the meeting.

## Notice of Meeting

Name of committee, board, etc:	<b>Community &amp; Economic Development Committee (CEDC)</b>
Date of Meeting:	<b>August 6, 2020</b>
Time:	<b>4:30 p.m.</b>
Place:	<b>Remote Meeting</b>

### NOTE: THIS IS A REMOTE PARTICIPATION MEETING

Pursuant to Governor Baker's March 12, 2020, Order Suspending Certain Provisions of the Open Meeting Law, G.L. 30A, § 18, and the Governor's March 15, 2020, Order imposing a limitation on the number of people that may gather in one location, this meeting will be conducted via remote participation. Specific information such as instructions and guidelines for remote by members of the public and/or parties with a right and/or requirement to attend this meeting can be found on the Town website at [www.yarmouth.ma.us](http://www.yarmouth.ma.us) For the public portion of this meeting, members of the public who wish to watch/listen and participate in the meeting may do so in the following manner:

1. Join the meeting hosted in Zoom by using the following link: <https://us02web.zoom.us/j/87618689713>. Audio, video and screen sharing functions may be disabled during the public session. Request to participate by using the "raise hand" function.
2. To attend the meeting by dial-in phone, call +1 301 715 8592 and enter meeting ID 876 1868 9713
3. You may submit comments to the Town using the following email: [kpedicini@yarmouth.ma.us](mailto:kpedicini@yarmouth.ma.us) This email will be monitored by a moderator who will alert the Board Chair of relevant comments.

### Agenda

1. Tourism Revenue Preservation Fund
  - o Budget Update
2. Chamber of Commerce Marketing Update
3. Drive-In Site
  - o 5<sup>th</sup> Element Project Update
  - o Temporary Drive-In Theater Update
    - Possible Vote on Entertainment License Extension Request
4. Committee Member Updates
5. Staff Updates
  - o DPW Projects – Yarmouth Port Common and Beautification Team
  - o Commercial Real Estate Feature on Website
  - o MA Programs – PACE and Vacant Storefront Program
  - o Banners
6. Minutes for Review
  - o June 11<sup>th</sup>, 2020
7. Upcoming Meetings/Agenda Items
  - o September 10<sup>th</sup>, 2020: Virtual or In-Person?
  - o Special Events Grant Program Discussion
8. Adjourn

Posted By (Name):	Kyle Pedicini
Signature:	<i>Kyle Pedicini</i>

*Copies of documents and other exhibits listed here may be found in the Department of Community Development at Yarmouth Town Hall.*

TRPF as of 7/27/20

Description	2019 Available	2020 Allocation	2020 Original Budget	FY20 Transfers	2020 Revised Budget	2020 Actual	2020 Encumbrances	2020 Available	2021 Allocation	2021 Budget
<b>APPROPRIATION</b>									379,279.00	
<b>SUPPLEMENTAL TOWN FUNDING</b>										150,000.00
<b>UNALLOCATED FUNDING</b>	125,239.73	284,673.60	409,913.33	-313,146.50	96,766.83	0.00	0.00	96,766.83	187,573.23	134,340.06
<b>PERSONAL SERVICES</b>	19,905.13	25,000.00	44,905.13		44,905.13	24,683.39	0.00	20,221.74	25,000.00	45,221.74
<b>LEGAL ADS - TRPF</b>	96.57	100.00	196.57		196.57	0.00	0.00	196.57	100.00	296.57
<b>SUPPLIES - TRPF</b>	322.62	500.00	822.62		822.62	583.86	0.00	238.76	750.00	988.76
<b>MARKETING &amp; PROMOTION</b>	29,605.89		29,605.89	270,000.00	299,605.89	178,328.90	119,576.47	1,700.52	90,000.00	91,700.52
<b>PUBLIC IMPROVEMENTS EXPENSE</b>	89,282.05	77,568.40	166,850.45	-95,258.35	71,592.10	0.00	0.00	71,592.10	75,855.77	147,447.87
<b>PARKERS RIVER BRIDGE LIGHTS</b>	0.00		0.00	55,000.00	55,000.00	0.00	55,000.00	0.00		0.00
<b>ROADWAY BANNER PROJECT</b>	0.00		0.00	7,000.00	7,000.00	5,803.58	0.00	1,196.42		1,196.42
Phragmites Removal	0.00		0.00	4,000.00	4,000.00	0.00	4,000.00	0.00		0.00
YP Common Electric				5,045.45	5,045.45	0.00	5,045.45	0.00		0.00
YP Common Drainage				9,400.00	9,400.00	0.00	9,400.00	0.00		0.00
Beautification Team 2020				20,000.00	20,000.00	0.00	20,000.00	0.00		0.00
Drive In Site - Site Improv	9,300.00		9,300.00	700.00	10,000.00	0.00	9,850.00	150.00		150.00
Packet Landing Maintenance	4,400.00		4,400.00		4,400.00	0.00	0.00	4,400.00		4,400.00
<b>Total PI Expense</b>	<b>177,324.63</b>	<b>77,568.40</b>	<b>254,893.03</b>	<b>13,200.00</b>	<b>232,439.53</b>	<b>51,805.56</b>	<b>103,295.45</b>	<b>77,338.52</b>		<b>153,194.29</b>
<b>Projects and Events</b>										
2020 Cultural Center Events				22,500.00	22,500.00	0.00	22,500.00	0.00		
2020 Seaside Festival				22,500.00	22,500.00	0.00	22,500.00	0.00		
2020 St. Patrick's Day Parade				22,500.00	22,500.00	0.00	22,500.00	0.00		
2020 TB Farm				1,100.00	1,100.00	0.00	1,100.00	0.00		
2020 CC Chamber Orchestra				2,000.00	2,000.00	0.00	2,000.00	0.00		
2020 Paw Palooza				-	0.00	0.00	0.00	0.00		
2020 Ragnar Relay				-	0.00	0.00	0.00	0.00		
2020 Music Festival				-	0.00	0.00	0.00	0.00		
<b>Total Events Expense</b>				-	70,600.00	0.00	70,600.00	0.00		
<b>Total</b>	<b>352,494.57</b>	<b>387,842.00</b>	<b>740,336.57</b>	<b>\$ 5,000.00</b>	<b>\$ 745,336.57</b>	<b>255,401.71</b>	<b>293,471.92</b>	<b>196,462.94</b>	<b>379,279.00</b>	<b>575,741.94</b>

## Town of Yarmouth

### Marketing, Visitor Services, Event Coordination Contract

#### Quarterly Report for: April 2020 – June 2020

#### Online Marketing

##### Branding

We paused our online display campaign in March due to the coronavirus. We relaunched the campaign in June and changed the messaging to say, “Welcome Back to the Cape.” The campaign will run through the end of August. The ads link back to our website.

 <b>Welcome Back to the Cape</b>  <p>Looking for some family fun, but want to take a break from the beach? Yarmouth offers so much more than just sun and sand. Come visit one of its four awesome mini-golf courses. Each has its own cool theme and is the perfect way to spend a summer afternoon. Visit one, or visit them all.</p> <p><a href="#">Plan Your Getaway</a></p> <p><small>Sponsored By Town of Yarmouth</small></p>	 <b>Welcome Back to the Cape</b>  <p>Why spend time sitting in summer traffic when you can bike your way around Yarmouth? Rent a bike, or bring your own, and check out the Cape Cod Rail Trail or one of the other scenic bike trails. Enjoy the great outdoors, explore new turf, and see the Cape from a totally different perspective.</p> <p><a href="#">Plan Your Getaway</a></p> <p><small>Sponsored By Town of Yarmouth</small></p>	 <b>Welcome Back to the Cape</b>  <p>It's the perfect time for a summer getaway. Check out beautiful resorts, relax at gorgeous beaches, and have fun with the kids at the pool Yarmouth has something for everyone in the family. Visit for the night, the week or the season, and see why families enjoy Yarmouth year after year</p> <p><a href="#">Plan Your Getaway</a></p> <p><small>Sponsored By Town of Yarmouth</small></p>
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**Target audience:** Age- 30-50. We are targeting the South Shore and Boston area zip codes and behavioral categories such as Travel > Family Vacations, Families with Kids, Travel – Domestic, Summer Travel, Travel > Hotels & Accommodations, Moms, Parents of Infants, Parents of Pre- Teens, Parents of Teens, Parents of Toddlers, Parents of Young Children, Parents to Grade-schoolers.

**Results:** The results will be reported in the next quarterly report.

**Planned future marketing:** We are planning on running native ads in the fall to bring tourists here in the off season. The messaging and images will change to fit the shoulder season.

##### Bloggng

The topics in April were Take Online Classes during COVID-19 Crisis and The Center for Historic Shipwreck Preservation; May was Stay Safe While Kayaking Yarmouth’s Waterways and Find Fresh Shellfish in Yarmouth’s Coastal Waters; and June was Cape Cod Sand Sculpture Trail is Back Again and Yarmouth Retailers Learn from COVID-19 hardships.

**Target audience:** Age – 30-50; Female

**Results:**

April: Take Online Classes during COVID-19 - 42 page views and 7 social media engagements; Center for Shipwreck Preservation - 136 page views and 29 social media engagements

May: Kayaking – 218 page views and 58 social media engagements; Shell fishing – 167 page views and 99 social media engagements

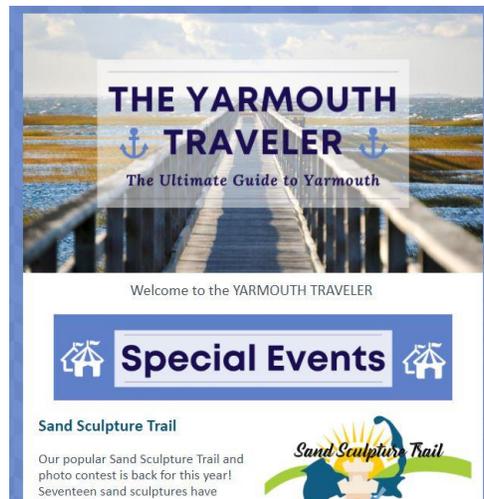
June: Sand Sculpture Trail – 170 page views and 160 social media engagements; Retail – 43 page views and 12 social media engagements

Since we created the blog page on our website, the page has received 2,424 page views.

*Future planned marketing:* The Chamber will continue to post 2 blogs a month for the duration of the contract.

### **Eblasts**

We redesigned our Yarmouth Traveler e-newsletter to give it a fresh and updated look. We thought the current version was dark and we wanted something more vibrant. We wanted to have the new version ready to go so we could easily send it out when we start to market Yarmouth as a destination again.



*Target audience:* Age – 30-50; Female

*Results:* We will be sending out the newly designed e-newsletter in July. We received 73 new subscribers to our email list from March - June.

*Future planned marketing:* We will continue to send out the e-newsletter on a quarterly basis.

### **Website**

We built and launched a Virtual Visitor Center page on our website that features a chat function, map of Cape Cod, our new marketing video, and virtual tours of local attractions in Yarmouth and across the Cape. We also built a Coronavirus web page as a resource for our local businesses and potential tourists wanting to travel to Yarmouth this summer. The page has information on reopening Massachusetts, Town of Yarmouth resources, loan and grant programs, traveling to the Cape and a list of restaurants that are open for indoor/outdoor dining and take out.

*Target audience:* Visitors to our website

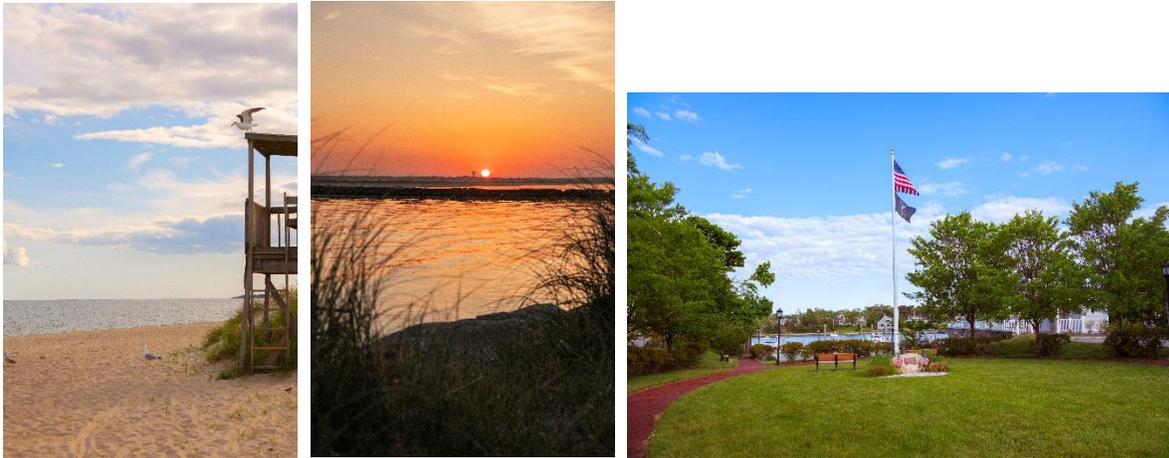
*Results:* Since launching the Virtual Visitor Center in May, we have had 1,030 page views and 139 social media engagements. The Sand Sculpture Trail virtual tour has been the most popular item people have been watching on the page. We launched the Coronavirus web page in March, and we have had 5,294 page views.

*Futued planned marketing:* We have been discussing redesigning our website in 2021 with our Marketing Committee members.

### Traditional

### **Photo/Video**

The Chamber received an intern this summer to take marketing photos of Yarmouth. New marketing photos will include wildlife, updated beach photos, activities, sand sculptures, historic properties, boating, sunsets/sunrises, etc.



*Results:* N/A

*Future planned marketing:* These photos will be used in future marketing campaigns and will be posted on our website for community/Town use.

### **Radio**

CCB Media: We did a two week radio campaign that ran from June 25<sup>th</sup> to July 5<sup>th</sup> with CCB Media that aired on 99.9 the Q. The radio station targets the Cape but also the South Shore as far as Quincy, MA. The campaign focused on welcoming people back to Yarmouth and whether you are planning a staycation or coming over the bridge there are family friendly activities, beautiful beaches, and delicious places to dine. The radio ad drove traffic to our website for more information.

iHeart Radio: We partner with iHeart Radio to do a campaign in the fall every year. This year, we decided to run the campaign in early July to help promote tourism. The campaign consists of homepage takeover ads, a radio commercial for 3 weeks on 94HJY, Coast 93.3, B101 and News Radio 920 with two giveaway packages (2 night stay at the Inn on Main/Ambassador Hotel, round of golf at Bayberry Hills/Bass River Golf Courses, \$25 gift cards to Just



Picked Gifts and Oliver and Planck’s Tavern). To support our local businesses, we purchased these giveaway packages with TRPF funds (these are usually donated). We also did a video ad (our new marketing video) on the iHeart radio app. The ads drive traffic to our website. The design of the ads and organizing the giveaway packages happened in June.

*Results:* The iHeart Radio results from the homepage takeover ads and video on the app will be reported in the next quarterly report.

*Futued planned marketing:* We may plan for additional radio campaigns in the Fall if needed.

### Promotional Materials

We purchased plastic bags and hand sanitizers with the Town of Yarmouth’s logo on it to give to tourists at our Route 28 and Route 6 Visitor Centers.



*Target audience:* Tourists

*Results:* N/A

*Futued planned marketing:* We will continue to purchase promotional materials to promote the Town.

### Town Marketing Assistance

**Social media posts:** Taylor Bray Farm goats, State Required Annual Inspections, Extension Due Dates for Real Estate Taxes, Community Development Block Grant Program, Yarmouth Beach Rules, and Annual Town Meeting.

**Eblasts:** State Required Annual Inspections, Community Development Block Grant Program, and Pool Inspections.

**Monthly Chamber e-newsletter:** Town of Yarmouth COVID-19 information (May), Outdoor Seating Policies and Applications (June), Community Development Block Grant Program (June), and Warrant for Town Meeting (June).

**Weekly bulletin:** Extension Due Dates for Real Estate Taxes, Community Development Block Grant Program, Declaration of Public Health Emergency, Scale House Operations Resumes, Beach Guidelines, Reopening web page, Vote by Mail for Annual Town Election, Beach Concession Services, and Advisory to Yarmouth Alcohol License Holders.

**COVID Communications:** The Chamber sent out eblasts from Town and State resources daily (including weekends) to communicate any pertinent information to our local businesses regarding COVID-19. The Chamber also shared this information on its website and on social media so it could be accessed at any time.

### Visitor Services

#### **Route 28 Visitor Center**

We reopened our Visitor Center in mid-June. In order to prepare to greet tourists and residents, we purchased display holders to post signage on following the proper safety protocols. We also designed posters to display in our inside and outdoor kiosks. They are usually filled with posters for events, but instead we promoted our Sand Sculpture Trail, Bass River Farmer's Market, Virtual Experiences web page and Outdoor/Indoor/Take Out options.

The Chamber staff also processed beach, dump, recycling and shell fishing stickers to residents and second homeowners as a courtesy to the Town while their offices remained closed to the public.

*Target audience:* Tourists

*Results:* We are tracking visitor traffic with a door counter. We will be able to report our summer traffic in the next quarterly report.

#### **Public Enhancements**

The Chamber hired John G. Sears Landscaping to provide landscaping services for the garden gateway signs in preparation for the summer season. Annuals were not planted at the Exit 8 gateway sign this year due to lack of rain. The landscaping helps improve the aesthetics in Town.

*Target audience:* Locals and tourists

*Results:* N/A

*Futured planned marketing:* The Chamber will continue to maintain the garden gateway signs.

**Events**

**Sand Sculpture Trail**

Fitzysnowman Sculpting Studios built 17 sand sculptures around town beginning in June. The trail is downscaled this year due to the coronavirus. We reduced the size of the map this year to 11 x 17 and printed 7,000 copies. We went with a smaller size so we can easily print out copies on our printer at the office if we run out of the professionally printed version. The Chamber designed ads for local businesses on the trail map. We distributed the maps to local businesses and have them available at our Visitor Center. Many tourists have commented that they like the smaller map size and it is easier for kids to handle. We designed an ad to put in the *Best Read Guide* promoting the trail. We are also doing the photo contest again this year that runs until Labor Day weekend with prizes from local businesses. We have received 12 entries to date. The sand sculptures will be available for viewing until Columbus Day weekend.



*In the news: boston.com, Barnstable Patriot, Cape Cod Times, Tewksbury Town Crier, and capecod.com.*

**Target audience:** Tourists

**Results:** The marketing statistics for the Sand Sculpture Trail will be reported in the Fall.

**Futued planned marketing:** We would like to host the Sand Sculpture Trail again in 2021.

**2020**

The Chamber finalized a new marketing brochure called the Olde Cape Cod Discovery Trail in April. The trail brings you on a journey all around Yarmouth and explains the history behind some of our historic buildings. We printed 2,500 copies of the brochure and distributed them to local businesses. We also have copies of the brochure at our Route 28 and Route 6 Visitor Centers and in our kiosks. There is a digital version of the brochure on our website with its own dedicated web page.



*In the news: Cape Cod Times, Boston Globe: Going Places Far and Near, capecod.com, Cape and Plymouth Business and The Register*

*Target audience: Age – 50-90; Male and female*

*Results: N/A*

*Futued planned marketing: The press release has been distributed on the Cape but will now be distributed to the Boston media outlets.*

### **Professional Development**

We attended a Zoom meeting in May on how to secure sponsorships for virtual events. The workshop covered sponsorship opportunities, metrics, platforms and how to use social media to find new sponsors.

**Q4 Spending:** \$34,204.16

**Q4 Volunteers:** 20 volunteers and 11 hours

**YTD Volunteers:** 226 volunteers and 209 hours

**Staff:** 1,024 hours (2 staff)

Town of Yarmouth/Yarmouth Chamber of Commerce																
Marketing, Visitor Services, Event Coordination Contract																
	BUDGET	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	Q3 YTD	% Budget		
<b>Marketing</b>																
<b>Online</b>																
Social Media	\$5,800			\$ 625.00	\$ 290.45	\$ 1,135.34	\$ 507.54						\$ 2,558.33	44.1%		
Branding							\$ 2,100.00		\$ 2,100.00				\$ 4,200.00			
Online Display Campaign	\$18,000										\$ 6,300.01		\$ 6,300.01	35.0%		
Giveaway Packages	\$1,000												\$ -	0.0%		
E-Blasts	\$2,000												\$ -	0.0%		
Geo Fencing	\$4,500												\$ -	0.0%		
Blogging	\$10,800	\$ 4,000.00						\$ 2,000.00					\$ 6,000.00	55.6%		
Targeted Media Campaign	\$6,500								\$ 2,000.00				\$ 2,000.00	30.8%		
Website	\$13,100	\$ 296.44	\$ 296.44	\$ 340.78	\$ 368.41	\$ 296.44	\$ 404.75	\$ 617.33	\$ 296.44	\$ 416.32		\$ 1,496.44	\$ 3,333.35	25.4%		
<b>Sub-Total Online</b>	\$61,700	\$ 4,296.44	\$ 296.44	\$ 965.78	\$ 658.86	\$ 1,431.78	\$ 3,012.29	\$ 2,617.33	\$ 4,396.44		\$ 6,300.01	\$ 1,496.44	\$ 23,975.37	38.9%		
<b>Traditional</b>													\$ -			
Photo/Video	\$8,000	\$ 4,000.00		\$ 2,000.00									\$ 6,000.00	75.0%		
Print (includes rack cards, travel guide, register, town handbook)	\$12,350						\$ 2,646.00	\$ 2,062.50	\$ 2,000.00				\$ 6,708.50	54.3%		
Town of Yarmouth marketing materials	\$5,000												\$ -	0.0%		
Distribution of rack cards	\$2,000												\$ -	0.0%		
Radio	\$7,000				\$ 3,000.00								\$ 3,000.00	42.9%		
Trade Shows	\$1,200								\$ 1,200.00				\$ 1,200.00	100.0%		
Promotional Materials	\$4,000												\$ -	0.0%		
<b>Sub-Total Traditional</b>	\$39,550	\$ 4,000.00	\$ -	\$ 2,000.00	\$ 3,000.00		\$ 2,646.00	\$ 2,062.50	\$ 3,200.00				\$ 16,908.50	42.8%		
<b>Sub-Total Marketing</b>	\$101,250	\$ 8,296.44	\$ 296.44	\$ 2,965.78	\$ 3,658.86	\$ 1,431.78	\$ 5,658.29	\$ 4,679.83	\$ 7,596.44		\$ 6,300.01	\$ 1,496.44	\$ 42,380.31	41.9%		
													\$ -			
<b>Visitor Services</b>													\$ -			
Training	\$250.00												\$ -	0.0%		
Events													\$ -			
J1 Orientation	\$790.00												\$ -	0.0%		
Mid Cape Tourism Summit	\$4,800												\$ -	0.0%		
Public Enhancements	\$9,000			\$ 2,209.00	\$ 86.35								\$ 2,295.35	25.5%		
Visitor Center Improvements	\$3,000			\$ 85.45			\$ 300.00				\$ 71.86	\$ 142.28	\$ 385.45	12.8%		
<b>Sub-Total Visitor Services</b>	\$17,840.00	\$ -	\$ -	\$ 2,294.45	\$ 86.35	\$ -	\$ 300.00	\$ -	\$ -		\$ 71.86	\$ 142.28	\$ 2,752.66	15.4%		
													\$ -			
<b>Events</b>													\$ -			
Trolley Tour	\$10,300			\$ 97.86	\$ 6,342.81		\$ 487.13						\$ 6,927.80	67.3%		
Christmas Stroll	\$6,400		\$ 19.98			\$ 1,794.95	\$ 1,321.00						\$ 3,135.93	49.0%		
Clean Up Day	\$2,000								\$ 24.99				\$ 24.99	1.2%		
2020	\$5,010			\$ 1,000.00		\$ 500.00	\$ 1,000.00	\$ 500.00	\$ 250.00		\$ 956.25		\$ 4,206.25	84.0%		
Sand Sculptures	\$33,600							\$ 24,280.00				\$ 9,320.00	\$ 24,280.00	72.3%		
<b>Sub-Total Events</b>	\$57,310		\$ 19.98	\$ 1,097.86	\$ 6,342.81	\$ 2,294.95	\$ 2,808.13	\$ 24,780.00	\$ 274.99	\$ -	\$ 956.25	\$ 9,320.00	\$ 38,574.97	67.3%		
													\$ -			
<b>Flat Fee</b>	\$93,600	\$ 5,167.00	\$ 5,167.00	\$ 5,167.00	\$ 5,167.00	\$ 5,167.00	\$ 5,167.00	\$ 5,167.00	\$ 5,167.00	\$ 5,167.00	\$ 5,167.00	\$ 5,167.00	\$ 46,503.00	49.7%		
													\$ -			
<b>TOTAL \$270k</b>	\$270,000	\$ 13,463.44	\$ 5,483.42	\$ 11,525.09	\$ 15,255.02	\$ 8,893.73	\$ 13,933.42	\$ 34,626.83	\$ 13,038.43	\$ 5,583.32	\$ 12,495.12	\$ 16,125.72	\$ 150,423.54	55.7%		
	Remaining Funds:	\$ 119,576.46											Flat Fee:	\$ 46,503.00	61.1%	11/18 months
	% of funds left:	44%											Expenses:	\$ 150,423.54		
	% of contract term left:	39%											Flat Fee %	31%		



# TOWN OF YARMOUTH

1146 Route 28 South Yarmouth MASSACHUSETTS 02664-4492  
Telephone (508) 398-2231, Ext. 1270, 1271 (508) 398-2365

BOARD OF  
SELECTMEN

TOWN  
ADMINISTRATOR  
Daniel Knapik

July 23, 2020

The Register

Please advertise the following as a Legal Ad in your newspaper on July 30, 2020.

**TOWN OF YARMOUTH  
BOARD OF SELECTMEN  
SPECIAL ENTERTAINMENT AMENDMENT  
AND SPECIAL ALCOHOL LICENSE HEARING**

The Board of Selectmen, acting as the Local Licensing Authority for the Town of Yarmouth, has received applications from Adam Epstein, on behalf of Yarmouth Events LLC, for an amendment to the existing Special Entertainment license for "Live at Yarmouth Drive-In" events, held at 669 Route 28 in West Yarmouth, to continue through October 31, 2020 and for Special Alcohol licenses to sell Wine & Malt beverages at entertainment events to be held on August 13,14,15,16,17,18,19,20,21,22,23,28,29,30 and September 2,3,4,5 and 6. Hours of alcohol sales will be 2:00 – 11:00pm.

Entertainment events include drive-in movies and other forms of entertainment such as concerts including live and recorded music and public shows such as comedy shows. Drive-in movies will be shown on multiple screens and performers will perform on a stage set between two screens. Sound will be transmitted to vehicle's FM radios via a transmitter for all types of entertainment with no amplification of sound. Hours of entertainment are 2:00 – 11:00pm daily.

Hearing will be held on Tuesday, August 11, 2020 in the hearing room at Town Hall. The Selectmen's meeting begins at 6:00pm. Written comments will be accepted until 4:30pm on Friday, August 7, 2020 in the Selectmen's office at Town Hall. Verbal comments will be accepted at the hearing.

Please bill the applicant for the ad:

Adam Epstein  
Innovation Arts & Entertainment  
111 N. Wabash Ave. Suite 919  
Chicago, IL 60602  
312-274-1800 X226  
773-580-8930  
adam@innovtionae.com



# TOWN OF YARMOUTH LICENSE OFFICE

1146 Route 28, South Yarmouth, MA 02664  
508-398-2231 ext. 1268 Fax (508) 760-4842

RECEIVED

JUL 23 2020

LICENSES & PERMITS  
TOWN OF YARMOUTH

## APPLICATION FOR SPECIAL ALCOHOL LICENSE

For the Sale of All Alcoholic Beverages, To be Drunk on the Premises  
under Chapter 138, Section 14 of the Liquor Control Act

DATE: 07/22/20

**LICENSE FEE:** \$65.00 Please make check payable to Town of Yarmouth

**HEARING FEE (if applicable)** \$65.00 Payable with application

NAME OF LICENSEE: Yarmouth Events

ADDRESS OF LICENSEE: 120 Mitchell Rd Vineyard Haven, MA 02568

TELEPHONE NUMBER: (312) 274-1800 x 226 or (773) 580-8930

EMAIL ADDRESS: adam@innovationae.com

DATE OF ALCOHOL SERVICE: August 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 28, 29, 30  
September 2, 3, 4, 5, 6

HOURS OF SALE: During periods of public events (approx 2pm to 11pm)

WHO WILL BE IN CHARGE: Adam Epstein

TYPE OF EVENT: Movies, Live Concerts, Comedians, and Sports Broadcasts

DESCRIPTION OF THE LICENSED PREMISE: \_\_\_\_\_

The Yarmouth Drive-In public areas (see attached site maps)

### TYPE OF LICENSE:

All Alcoholic Beverages \_\_\_\_\_  
Wines and Malt Beverages only X  
Wines only \_\_\_\_\_  
Malt Beverages only \_\_\_\_\_

### LICENSED ACTIVITY OR ENTERPRISE IS:

For Profit X  
Non-profit \_\_\_\_\_

IS THE LICENSE FOR A DINING HALL MAINTAINED BY AN INCORPORATED EDUCATIONAL  
INSTITUTION AUTHORIZED TO GRANT DEGREE? No

\* Please attach a copy of TIPS certification for servers of alcohol and liquor liability insurance certificate.

\* Anyone holding a Special license must purchase alcoholic beverages from a licensed wholesaler. Alcoholic beverages cannot be purchased from a package store.

\* LICENSE WILL BE VALID FOR THREE (3) DAYS TO ALLOW FOR PROPER DELIVERY,  
STORAGE AND DISPOSAL OF ALCOHOLIC BEVERAGES.



**TOWN OF YARMOUTH LICENSE OFFICE**

1146 Route 28, South Yarmouth, MA 02664  
508-398-2231 ext. 1268 Fax (508) 760-4842

**JUL 21 2020**

**LICENSES & PERMITS  
APPLICATIONS**

**APPLICATION FOR SPECIAL ENTERTAINMENT LICENSE**

The undersigned hereby applies for a license in accordance with the provisions of MA General Laws, Chapter 140 Sec. 183A amended, Chapter 351, Sec. 85 of Acts of 1981. Also Chapter 140 Sec. 181 & Chapter 136 Sec. 4.

DATE OF APPLICATION: 07/21/20

NAME OF APPLICANT: Yarmouth Events, LLC

ADDRESS: 120 Mitchell Rd Vineyard Haven, MA 02568

PHONE: (773) 580-8930 or (312) 278-1800 x 226

EMAIL ADDRESS: adam@innovationae.com

NAME OF EVENT: Yarmouth Drive-In DATE OF ~~EVENT~~ <sup>EXTENSION</sup>: 9/7/20 to 10/31/20

ADDRESS WHERE EVENT WILL TAKE PLACE: 669 Route 28 West Yarmouth, MA 02673

PERSON IN CHARGE OF EVENT: Adam Epstein & Joe Kosin

TYPE: Check which applies: Concert  Dance  Exhibition  Cabaret

Public Show  Live band with  pieces, including singers.

INCLUDES: Dancing by patrons  Dancing by entertainers or performers  Recorded music

Live music  Amplification system  Theatrical exhibition  Stage play

Moving picture shows  Floorshow  Jukebox  TV

DATE(S) OF ENTERTAINMENT: 9/7/20 to 10/31/20, varies by week and programming

HOURS OF ENTERTAINMENT: 5:00 PM till 11:00 PM

LICENSE FEE: \$55.00 Please make check payable to: **TOWN OF YARMOUTH**

FILING FEE: \$65.00 Payable with application.

**Legal ads will be billed directly to the applicant. Abutter notices must be sent out at least 10 days prior to the hearing via certified mail. Bring abutter return cards to the hearing or to the licensing office at Town Hall prior to the hearing. Fees for legal ads must be paid before license is issued.**

# Massachusetts Launches Financing Program for Energy Improvements to Commercial, Industrial, and Multifamily Buildings

July 28, 2020

FOR IMMEDIATE RELEASE

Contacts:

Kelsey Schiller, MassDevelopment, 617-694-9695 (cell)

[kschiller@massdevelopment.com](mailto:kschiller@massdevelopment.com)

Eric Noreen, Mass DOER, 617-655-4149 (cell)

[Eric.Noreen@mass.gov](mailto:Eric.Noreen@mass.gov)

MassDevelopment and the Massachusetts Department of Energy Resources announced today that financing is now available through Property Assessed Clean Energy (PACE) Massachusetts, a new mechanism to fund energy improvements on commercial and industrial buildings, multifamily properties with five or more units, and buildings owned by nonprofits. Through PACE Massachusetts, property owners can finance energy efficiency upgrades, renewables, and gas line extensions by agreeing to a betterment assessment on their property, which repays the financing.



“Together with the Massachusetts Department of Energy Resources, MassDevelopment is pleased to administer PACE Massachusetts, a new low-cost, long-term financing tool for property owners looking to reduce energy consumption through capital improvements,” said MassDevelopment President and CEO Lauren Liss. “We continue to encourage cities and towns to ‘opt in’ and enable property owners across the state to take advantage of this program.”

“PACE allows businesses and non-profits to manage the up-front cost of energy improvements while enjoying net financial savings and reducing energy consumption and emissions over the long term,” said Department of Energy Resources Commissioner Patrick Woodcock. “The Baker-Polito Administration recognizes the countless benefits that commercial energy upgrades deliver, including the meaningful emissions reductions it can achieve which will contribute towards meeting Governor Baker’s ambitious net zero by 2050 goal.”

MassDevelopment administers PACE Massachusetts in consultation with the Massachusetts Department of Energy Resources and ensures all property owners applying for the program meet program guidelines, including the requirement that a proposed project must have energy savings that pay for the cost of the improvements. Once a property owner’s application is approved, the property owner selects a capital provider, such as a bank, to fund the project. The municipality will levy a betterment assessment and place a lien on the property, and is responsible for billing and collecting the assessments through municipal property tax bills. This approach enables owners to undertake more comprehensive energy upgrades with long financing terms of up to 20 years. At property sale, the assessment stays with the property and is transferred

to subsequent property owners. The program guidelines, application, and more information are available at [massdevelopment.com/pace](https://massdevelopment.com/pace).

Massachusetts cities and towns are required to opt into PACE Massachusetts by a majority vote of the city or town council or the board of selectmen, as appropriate, in order for a property within that municipality to be eligible for the program. Twenty-one communities have already authorized PACE Massachusetts, including Acton, Agawam, Amesbury, Barnstable, Devens, Erving, Fall River, Fitchburg, Gardner, Greenfield, Lexington, New Bedford, North Adams, Northampton, Orange, Pittsfield, Randolph, Rockland, Wendell, West Springfield, and Yarmouth.

PACE Massachusetts was created by *An Act to Promote Energy Diversity*, which Governor Baker signed into law in August 2016. In addition to Massachusetts, 22 states and Washington, D.C. have active commercial PACE programs.

MassDevelopment, the state's finance and development agency, works with businesses, nonprofits, banks, and communities to stimulate economic growth. During FY2019, MassDevelopment financed or managed 316 projects generating investment of more than \$2 billion in the Massachusetts economy. These projects are estimated to create or support 9,743 jobs and build or preserve 1,992 housing units.

The Massachusetts Department of Energy Resources develops and implements policies and programs aimed at ensuring the adequacy, security, diversity, and cost-effectiveness of the Commonwealth's energy supply to create a clean, affordable and resilient energy future for all residents, businesses, communities, and institutions. For more information, [visit here](#).

## Pedicini, Kyle

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**From:** Pedicini, Kyle  
**Sent:** Thursday, July 30, 2020 1:12 PM  
**To:** Greene, Karen  
**Cc:** Williams, Kathleen  
**Subject:** RE: MA Vacant Storefronts Program (MVSP) Webinar  
**Attachments:** Vacant Storefront Program Webinar FINAL.pdf; Municipal Vacant Storefront District Application.docm

Hi Karen,

Notes from this webinar:

- Assistance provided to tenants (not landlords) to assist in moving into vacant storefronts
  - Assistance provided in the form of refundable tax credits – up to \$10,000
  - Municipal match required – can be in the form of CDBG, CPA, or CEDC funds or permit fee exemptions
- Eligible to vacant storefronts that have been vacant for 1 year or longer
- Town must create a district and receive certification before any business may apply to qualify as a vacant storefront project
  - Town must set forth goals for the district and strategies to attract businesses
- Preference given to projects that generate pedestrian traffic or complement existing businesses
  - Also evaluated based on job creation
- “But for” is not a disqualifying criteria
- Currently 13 different vacant storefront districts in MA, none on Cape Cod

In terms of how this program relates to Yarmouth:

- The one location that comes to mind for this program is the Great Island Plaza. Not sure the plaza generates enough pedestrian traffic to be given consideration. Also will need tenants identified before applications can be made.
- Overall not sure how applicable this would be to Yarmouth given our lack of a main street/walkable area and a lack of clustered vacant storefronts. You can combine different parts of town into the Town’s vacant storefront district but that seems like it would complicate things. Also correct me if I’m wrong, but I don’t think vacant storefronts are really Yarmouth’s biggest issue. Blighted properties seem like more of a problem.
  - The required municipal match also makes this program less appealing.

I have attached the PDF version of today’s presentation and the municipal district application in case you’re curious. Happy to look into anything more specific regarding this program if you’d like.

Thanks,  
Kyle

---

Kyle Pedicini  
Economic Development Coordinator  
Town of Yarmouth  
1146 Route 28  
South Yarmouth, MA 02664-4492  
(508) 398-2231 Ext 1653



# Vacant Storefront Program Webinar

## Massachusetts Office of Business Development

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*July 30, 2020*





# Welcome to the Webinar

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## Commonwealth of Massachusetts

Executive Office of Housing & Economic Development

Charles D. Baker, Governor | Karyn E. Polito, Lt. Governor | Mike Kennealy, Secretary

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During the presentation, if you have questions please utilize the “chat” function (see picture of icon below) and enter them at any time during the presentation. We will allow time for a Q&A period at the end of the presentation to address your questions directly.



Specific questions that may relate only to your community or particular project, should be sent via email. MOBD contact information is found at the end of this presentation. This PowerPoint presentation will be emailed to everyone who registered for this webinar as soon as it concludes.

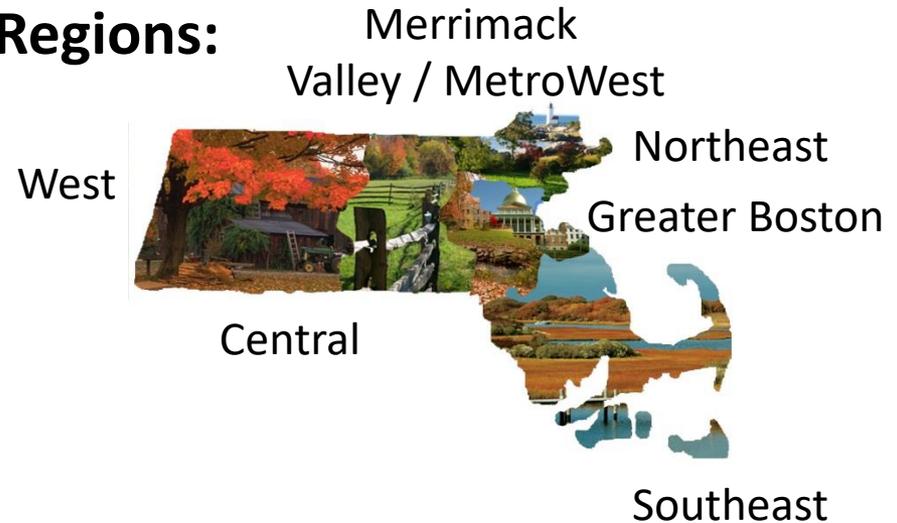


# Massachusetts Office of Business Development (MOBD)

## Mission

- Facilitate access to resources
- Promote job growth and job retention
- Stimulate private investments
- Help businesses thrive in Massachusetts

## Regions:



## Resources

- Financing
- Workforces Training
- Tax Incentives
- Export Assistance
- International Investment
- Industry Expertise
- Permitting / Regulatory
- Infrastructure Support
- Site Selection
- Business Consultation



# Vacant Storefront Program Presentation

## Agenda

- History of Program
- Program Objectives
- Step 1 – Vacant Storefront District Application
- Step 2 – Vacant Storefront Project Application
- Facts of Note
- Reporting Obligations
- EDIP vs. Vacant Storefront Program
- Vacant Storefront Districts Approved to Date
- Vacant Storefront Projects Approved to Date
- MOBD Contacts
- Q&A





# Vacant Storefront Program – Timeline Overview

- MGL 23A amended in Section 5 of Chapter 288 of the Acts of 2018
- Citation: MGL 23A §3C(d)
- Guidelines approved March 2019 by EACC Board
- Rolled out – June 2019 EACC meeting - first ***Vacant Storefront District*** applications accepted
- Up to \$500,000 in refundable state tax credits ***may*** be awarded annually





# Vacant Storefront Program – Objectives

- Incentivize businesses to occupy vacant storefronts in downtown areas
- EDIP tax credits to **storefront tenants** on a competitive basis
- Factors to be taken into account:
  - Number of jobs to be created
  - Volume of pedestrian traffic to be generated
  - Potential synergy with downtown businesses
  - Matching contribution from municipality, landlord
  - Commitment to storefront improvements
  - Municipal efforts to restore downtown
- Lease for minimum of two years
- Projected date of Occupancy





# Vacant Storefront Program – Step 1 - District

## Step 1 – Overview of Vacant Storefront District

- Municipality applies to EACC to designate a defined downtown or other commercial area, as a **“Vacant Storefront District”**
- Municipality identifies objectives - what do they want to achieve?
- Identify vacant storefronts that have been vacant for **1 year or longer**
  - Easy to add additional storefronts as they become eligible in future
- Discuss their **municipal match**
- Municipality **must create a district** and receive certification **BEFORE** any business may apply to qualify as a **“Vacant Storefront Project”**





# Vacant Storefront Program – Step 1 - District

- **Step 1** – Municipality completes a “*Vacant Storefront District*” Application



COMMONWEALTH OF MASSACHUSETTS  
ECONOMIC ASSISTANCE COORDINATING COUNCIL  
MASSACHUSETTS OFFICE OF BUSINESS DEVELOPMENT

**Economic Development Incentive Program (EDIP)  
MUNICIPAL APPLICATION FOR CERTIFICATION AS A VACANT  
STOREFRONT DISTRICT**

A complete application with all required attachments must be submitted in electronic form to your MOBDD Regional Director by 5:00 P.M. on the application deadline date. A hardcopy with original signatures and attachments must be postmarked no later than 1 day after the submission deadline and mailed to: EDIP Manager, MOBDD, 136 Blackstone Street, 5<sup>th</sup> Floor, Boston, MA 02109. **Applications that are incomplete or submitted after the deadline will not be considered at the scheduled Economic Assistance Coordinating Council (EACC) meeting, without exception.**

PART I. PROPOSED DISTRICT	
<b>Municipality:</b>	
<b>Attachment A: Map of Proposed District</b> Please attach a map of the downtown or main business or commercial area(s) (the district), with streets delineated.	<input type="checkbox"/> Attached
Please provide a list of vacant storefronts, their addresses, and GIS loc.id parcel identifier. For purposes of this program, a storefront is deemed “vacant” if no tenant has occupied the space in the preceding 12 months.	
What is the total number of storefronts in the proposed district?	
What is the total number of vacant storefronts in the proposed district?	
How many storefronts have been vacant for longer than 12 months?	
Please provide a list of the goals for the district’s development efforts.	

Municipal Application For Certification As A Vacant Storefront District 1



# Vacant Storefront Program – Step 1 - District

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## Accompanied by Letter of Support from Chief Municipal Executive that addresses:

- Plans to set-up or maintain a local vacant storefront program including:
  - Overview of goals for the district’s development
  - Strategies for attracting businesses
  - (1) Source of municipal match funds, (2) total annual amount of the funds available and (3) limit of funds that can be awarded on per project basis
- Map of district with streets clearly delineated, and where vacant storefronts are located on the map.
  - A storefront is deemed vacant if no tenant has occupied the space in the preceding 12 months
- (1) List of addresses of the vacant storefronts and (2) GIS loc. id. parcel identifier.
- Name, title and contact information of employee responsible for overseeing this program



# Vacant Storefront Program – Matching Funds

- Often a municipality already has some type of small business economic tools in place
- Can be organization other than municipality: e.g., BID, Chamber, Main Streets, REDO, Redevelopment Authority
- Suggestions include:
  - CDBG funds
  - Forgivable loan program
  - Façade improvements
  - Sign matching funds
  - BID program matches
  - MassDev TDI funds
  - Community Preservation Act (CPA) funds
  - Historic Preservation Fund grants (HPF)
  - Chamber of Commerce
  - Permit fees exemptions, municipal utility breaks, etc. – List not all inclusive





# Vacant Storefront Program – Step 2 - Project

## Step 2 – Overview of a Vacant Storefront Project

- Businesses locating in an identified first-floor vacant storefront within a Vacant Storefront District apply to Commonwealth for tax credits
- Preference given to projects that generate pedestrian traffic or complement existing businesses in district that achieve stated municipal goals
- The owner or landlord of an identified vacant storefront may apply for a business they will open in a building they own
- Temporary pop-up-shops do not count against a 12 month vacancy timeline if:
  - The space to the pop-up is at or below cost
  - The pop-up shop is open for 2 or fewer months
  - The space operates no more than 2 pop-up shops in a calendar year





# Vacant Storefront Program – Step 2 - Project

- **Step 2** – Eligible business completes a “*Vacant Storefront Project*” Application



COMMONWEALTH OF MASSACHUSETTS  
ECONOMIC ASSISTANCE COORDINATING COUNCIL  
MASSACHUSETTS OFFICE OF BUSINESS DEVELOPMENT

**Economic Development Incentive Program (EDIP)  
APPLICATION FOR CERTIFIED VACANT STOREFRONT PROJECT**

The following information is required by the Massachusetts Office of Business Development (MOBD) and the Economic Assistance Coordinating Council (EACC) to make a determination on the eligibility of a project under the Economic Development Incentive Program. A complete application with all required attachments must be submitted in electronic form to your MOBD Regional Director by 5:00 P.M. on the [application deadline date](#). A hardcopy with original signatures and attachments must be postmarked no later than 1 day after the submission deadline and mailed to: EDIP Manager, MOBD, 136 Blackstone Street, 5<sup>th</sup> Floor, Boston, MA 02109. **Applications that are incomplete or submitted after the deadline will not be considered at the scheduled Economic Assistance Coordinating Council (EACC) meeting, without exception.**

PART I. OVERVIEW OF BUSINESS				
1. APPLICANT AND PROPERTY OWNER INFORMATION				
Applicant Name/Business Owner:	First Name:		Last Name:	
Applicant Name/Business Owner Mailing Address:	Street Address:			
	City:	State:	Zip Code:	
Applicant Name/Business Owner Telephone Number:	XXX-XXX-XXXX			
Applicant Name/Business Owner Email Address:				
Property Owners Name:	First Name:		Last Name:	
Property Owners Mailing Address:	Street Address:			
	City:	State:	Zip Code:	
Property Owners Telephone Number:	XXX-XXX-XXXX			
Property Owners Email Address:				
2. BUSINESS INFORMATION				
Name of Business:				
Address of Business:	Street Address:			
	City:	State:	Zip Code:	
Business Website (if applicable):				

Application For Certified Vacant Storefront Project 1



## Vacant Storefront Program – Step 2 - Project

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### Elements to include with the Vacant Storefront Project application:

- A **letter or support** from the **Municipality** that addresses:
  - How the potential applicant tenant will add value to the local district
  - How this business **fills a void** or **need** in the district
  - Potential synergies with other existing businesses in the district
  - The municipal match to be awarded to the business along with an **executed contract** between the municipality and the business
- A **business plan** if the business has been in operation less than 2 years
  - Priority given to a business plan reviewed by an outside non-affiliated organization/individual e.g., SBA, SCORE, MGCC, CDC, Mass SBDC, etc. with letter
- A **Certificate of Good Standing (COGS)** from Mass DOR
  - Will accept a personal COGS or one from another state
- A **projected date of occupancy** and **executed copy of minimum 2 year lease**



# Vacant Storefront Program – Facts of Note

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- A **Vacant Storefront Project** *may* receive refundable tax credits **up to \$10,000**
- A **business** may receive only **one award** from this program
- A **municipality** may receive **2** Vacant Storefront Projects annually
  - Cap may be revisited in the future
- Applications accepted **4 times a year** in conjunction with EACC Board meetings:
  - March, June, September, December
- **Deadlines** for applications and dates of meetings can be found at:
  - [www.mass.gov/MVSP](http://www.mass.gov/MVSP)
- Vacant Storefront District Designation is **competitive**
  - EACC Board may not approve a district considered to not be in a *“high-need area”*
- **Not meant** for covered shopping malls – open air strip malls OK



# Vacant Storefront Program – Reporting Obligations

- Once a *Vacant Storefront Project* is approved, it is not effective until a **three-way contract** is fully executed between the business, municipality and the Commonwealth
- Reporting Requirements:
  - **Attachment A** of the executed contract is to be **completed by the business** with copies sent to the Municipality and the Commonwealth **at the time of the Actual Business Commencement**
  - The **Municipality** will complete an electronic **annual report (1Q)** to the state with a brief synopsis of their **Vacant Storefront Program** that includes:
    - ✓ Progress made towards municipal downtown strategy
    - ✓ Number of identified vacant storefronts identified still vacant
    - ✓ Any new storefronts to add to the vacant storefront district





# Vacant Storefront Program – Reporting Obligations

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Annual **Municipal Reporting** Requirements, continued:

- For **each Vacant Storefront Project** that commenced business during the calendar year:
  - Private Investment made by the business
  - Is the business still in operation?
  - Number and type of jobs created, if any
  - Number of square feet occupied
  - Electronic pictures (if possible)





# EDIP vs. Vacant Storefront Program



- **Different criteria than EDIP program:**
  - “But For” not a disqualifier
  - Restaurants, retail, bakeries and other projects eligible
  - Location based on demographics choices are OK (out-of-state sales a non-issue)
  - FT Job creation not an absolute
  - Cash is usually more important to a small business than tax credits and Refundable Credits are as good as cash
  - Refundable tax credits first reduce any state tax liability; anything leftover comes back as refund
  - Realized after state taxes are submitted



# Vacant Storefront Program – Districts (as of 6/2020)

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**Brockton** – Jan 2020

**Holyoke** – Mar 2020

**Clinton** – Mar 2020

**Lowell** – June 2019

**Fall River** – Dec 2019

**Marlborough** – Sept 2019

**Fitchburg** – June 2019

**Taunton** – June 2019

**Framingham** – June 2019

**Webster** – Dec 2019

**Gloucester** – June 2019

**Worcester** - June 2019

**Greenfield** – June 2019





## Vacant Storefront Program – Projects (as of 6/2020)

- **Urban Fork – Fitchburg** (December 2019)
  - Shared commercial kitchen, co-working space, market, coffee bar - \$10,000
- **Maker to Main – Worcester** (March 2020)
  - Full-service downtown grocer - \$10,000
- **Stave & Still – Webster** (June 2020)
  - Up-scale farm to table light fare, artisan cocktails, boutique wine - \$10,000
- **Monte Verde Restorante - Webster** (June 2020)
  - Full service Italian restaurant - \$10,000





# MOBD Contacts

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**Annamarie Kersten**, EDIP Director  
Phone: 617-973-8534  
[annamarie.kersten@mass.gov](mailto:annamarie.kersten@mass.gov)

**Joey Giovino**, EDIP Program Manager  
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[joey.giovino@mass.gov](mailto:joey.giovino@mass.gov)

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[nhat.le@mass.gov](mailto:nhat.le@mass.gov)

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[www.mass.gov/hed](http://www.mass.gov/hed)



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**Maria DiStefano**, Regional Director - Northeast  
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**Debra Boronski**, Regional Director - West  
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[debra.boronski@mass.gov](mailto:debra.boronski@mass.gov)

**Kevin Kuros**, Regional Director, Central, Southeast, Cape & Islands  
Phone: 617-549-1803  
[kevin.j.kuros@mass.gov](mailto:kevin.j.kuros@mass.gov)

**Susan Whitaker**, Regional Director – Greater Boston, Southeast, C&I  
Phone: 617-620-1005  
[susan.whitaker@mass.gov](mailto:susan.whitaker@mass.gov)

**Margaret LaForest**, Regional Director – Greater Boston, Southeast, C&I  
Phone: 617-939-3097  
[margaret.laforest@mass.gov](mailto:margaret.laforest@mass.gov)



**Thank you for your participation!**

---

**Q&A**

On xx, on a motion by xx, seconded by xx, the committee voted xx to approve these minutes.

## Town of Yarmouth

### MINUTES OF THE COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE MEETING OF June 11, 2020

The Yarmouth Community & Economic Development Committee held a Remote Business Meeting at 4:30 p.m. on Thursday, June 11, 2020. The meeting was conducted through Zoom videoconferencing.

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

**Staff:** Kyle Pedicini, Economic Development Coordinator; Jeff Colby, DPW Director

The meeting was opened by Ken Smith at 4:35pm

#### 1. Beautification Team Request

Jeff Colby, DPW Director, presented a request for funding for the 2020 Beautification Team. Mr. Colby explained that this item was originally included in the DPW operating budget but had to be removed due to COVID-19 budget cuts. He also explained that some funds for the 2019 Beautification Team were returned to the committee last year because they were only able to employ one worker. The DPW is hoping to hire two workers this year, hence the request for the full \$20,000 that was allocated last year.

The Committee expressed their support for the Beautification Team, and noted its importance in improving the aesthetics of Yarmouth. Ken Smith stated that this year was especially important to have a town that looks clean and inviting, considering the negative effects Yarmouth's tourism economy has already felt from COVID-19. It was also noted that the beautification team been funded the past 3 years and they have done an amazing job beautifying Yarmouth.

**Vote:** On a motion from Stephen O'Neil, seconded by Mary Vilbon, the Committee voted to allocate \$20,000 to the 2020 Beautification Team from the public improvements fund, by a vote of 4-0. The vote was conducted by roll call and Stephen O'Neil, Mary Vilbon, Joanne Crowley, and Ken Smith all voted to approve.

#### 2. Committee Member Updates

Joanne Crowley explained that the Wise Living project was recently reviewed by the Zoning Board of Appeals and had their variance request denied.

#### 3. Staff Updates

Kyle Pedicini, Economic Development Coordinator, stated that Town Meeting will take place on Monday, June 22<sup>nd</sup> at 6pm at Mattacheese Middle School. He also explained that the Town is currently reviewing a couple proposals to utilize the Drive-In site as a Drive-

**On xx, on a motion by xx, seconded by xx, the committee voted xx to approve these minutes.**

In movie theatre this summer. Selectmen will review these requests and decide on a vendor at their next meeting on June 16<sup>th</sup>.

**4. Upcoming Meetings**

The next committee meeting will take place on August 6<sup>th</sup>.

**5. Adjourn**

On a motion from Mary Vilbon, seconded by Stephen O'Neil, the Committee voted 4-0 to adjourn at 5:15 pm. The vote was conducted by roll call and Stephen O'Neil, Crowley, and Ken Smith all voted to approve.

**Documents provided:**

- a. Agenda for the meeting
- b. TRPF Budget
- c. 2020 Beautification Team Request

Respectfully Submitted,  
Kyle Pedicini, Community Development Office

# Remaining 2020 CEDC Meeting Dates

(All Meetings on Thursdays at 4:30pm)

- September 10<sup>th</sup>
- October 8<sup>th</sup>: Chamber of Commerce Marketing Update (July – September)
- November 12<sup>th</sup> : Potentially Grant Program Info Session Meeting

## **Potential Grant Program Timeline:**

- Notice to applicants and in the paper by 11/1
- Application deadline of 12/1
- Interviews on 12/3, 12/10, and 12/17 (if necessary)