

On February 13, 2020, on a motion by Mary Vilbon, seconded by Stephen O'Neil, the committee voted 6-0-1 to approve these minutes.

Town of Yarmouth

MINUTES OF THE COMMUNITY & ECONOMIC DEVELOPMENT  
COMMITTEE MEETING OF  
January 9, 2020

The Yarmouth Community & Economic Development Committee held a Business Meeting at 4:30 p.m. on Thursday, January 9, 2020 at the Yarmouth Town Hall, Room A, located at 1146 Route 28, South Yarmouth, MA.

**Committee Members Present:** Peter Smith (arrived at 5:00pm), Mary Vilbon, Stephen O'Neil, Ken Smith (arrived at 4:45pm), and Joanne Crowley

**Staff:** Karen Greene, Director of Community Development; Kyle Pedicini, Economic Development Coordinator

YARMOUTH TOWN CLERK

The meeting was opened by Stephen O'Neil at 4:40pm

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**1. Tourism Revenue Preservation Fund**

Kyle Pedicini, Economic Development Coordinator, provided a budget update to the committee. He explained that the committee currently has \$134,412.55 available to spend on physical improvements and \$31,013.33 in unallocated spending.

Mr. Pedicini then reviewed the roadway banner project. He explained that the Chamber of Commerce has selected a winter/fall banner design for the CEDC's approval. The CEDC indicated that approved of the design. It was noted that the next step in the process will be to make a banner application to the Board of Selectmen for their approval. The town signage project was also discussed, and it was noted that to install 13 signs for conservation, beach/rec, and town facilities would cost roughly \$25,000. Committee members expressed support for the project, but noted that the Beach/Rec and town facilities were likely priorities over the Conservation signage. They requested that the Conservation department note which signs are priorities for them. Mr. Pedicini stated that procurement for this project would be structured in such a way that the CEDC could pick and choose which projects to pursue based on pricing and budget availability. It was also noted that there will likely be an upcoming request for funding for 9 historic interpretive signs, which are estimated to be about \$36,000.

**Vote:** On a motion from Ken Smith, seconded by Stephen O'Neil, the Committee voted to allocate \$27,675 from the physical improvement fund for the town signage project, by a vote of 5-0

**2. Drive-In Site Improvements**

Karen Greene, Director of Community Development, presented a memo written by Kathy

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Williams, Town Planner, which outlined the challenges to install infrastructure at the Drive-In site. The memo explained that there are too many unknowns currently associated with the site to be able to install water or electrical infrastructure, and more planning/design must be done. The possibility was raised regarding the potential to hire an event consultant who could inform the town on where and how water and electricity should be situated on the site, which the CEDC was receptive to. Ms. Greene suggested having a joint Drive-In Site Utilization Committee meeting with the CEDC so that everyone is on the same page regarding the plan for improvements on the site going forward. This meeting will likely take place at the next CEDC meeting on 2/13.

**3. Chamber of Commerce Marketing Update**

Jenn Werner, marketing director for the Yarmouth Chamber of Commerce, provided an update on the Chamber of Commerce's marketing efforts for the town from August through October 2019. She explained that the Chamber has increased its blogging efforts, which highlight all of Yarmouth's great amenities and are published twice a month. The Chamber has also hired a professional photographer to obtain new photos and videos promoting Yarmouth as a destination. New promotional videos produced by the Chamber were also reviewed, and the CEDC was appreciative of these great promotional materials. The Chamber of Commerce's role to provide events to Yarmouth was also discussed, and it was noted that the Chamber coordinated the Trolley Tour and Christmas Stroll during these months. CEDC members expressed an appreciation for the presentation and all of the marketing efforts the Chamber does for Yarmouth.

**4. Town Fees Discussion**

Kyle Pedicini reviewed the topic of town detail fees for special events. It was noted that Lt. Michael Bryant of Yarmouth Police was willing to meet with committee members to discuss their process for deciding detail fees for events. Three committee members volunteered to attend this meeting, and it was decided that Friday, 1/17 at 10:30am would be the ideal time for this meeting. Mr. Pedicini noted that he would confirm this time works with Lt. Bryant and get back to the committee members.

**5. Special Events Discussion**

Ken Smith suggested inviting the Provincetown Director of Tourism to a future meeting to discuss how Provincetown runs their special event program. Committee members were receptive to this idea, but agreed to wait to have a more robust discussion on the topic (and on CEDC goals) until all the committee members were present.

**6. Committee Member Updates**

Stephen O'Neil noted that he was interested in setting up a meeting with town staff to discuss potential improvements at the Yarmouth Port Common, specifically getting additional electrical outlets to the site and addressing the drainage issue. Committee members agreed this was a good topic to look into, and Mr. O'Neil noted that he would

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set up a meeting with the DPW department and report back to the committee at the next meeting.

**7. Committee Member Updates**

Kyle Pedicini noted that the Town was recently awarded two grants in the amount of \$250,000 to assist with energy resiliency initiatives.

**8. Minutes for Review**

The Committee reviewed draft minutes from their meeting on December 16, 2019.

**Vote:** On a motion from Ken Smith, seconded by Stephen O'Neil, the Committee approved the minutes for December 16, 2019 by a vote of 5-0.

**9. Upcoming Meetings**

The next CEDC meeting will take place on Thursday February 13<sup>th</sup>, as the CEDC will meet with the Drive-In site committee to discuss potential drive-in site improvements.

**10. Adjourn**

On a motion from Mary Vilbon, seconded by Ken Smith, the Committee voted 5-0 to adjourn at 6:46 pm.

**11. Documents provided:**

- a. Agenda for the meeting
- b. TRPF Budget
- c. Banner project package
- d. Signage project package
- e. Memo from Kathy Williams, Town Planner, regarding the Drive-In site
- f. Chamber of Commerce Marketing Update
- g. CEDC Goals
- h. Draft Minutes from CEDC meeting on December 16, 2019

Respectfully Submitted,  
Kyle Pedicini, Community Development Office