

On March 4, 2020, on a motion by Jack McCormack, seconded by Stephen O'Neil, the committee voted 5-0 to approve these minutes.

**Town of Yarmouth**

**MINUTES OF THE COMMUNITY & ECONOMIC DEVELOPMENT  
COMMITTEE MEETING OF  
February 13, 2020**

The Yarmouth Community & Economic Development Committee held a Business Meeting at 4:30 p.m. on Thursday, **February 13, 2020** at the Yarmouth Town Hall, Room A, located at 1146 Route 28, South Yarmouth, MA.

**Committee Members Present:** Peter Smith, Mary Vilbon, Stephen O'Neil, Ken Smith, Jack McCormack, Ryan Castle, and Joanne Crowley

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

The meeting was opened by Peter Smith at 4:30pm

YARMOUTH TOWN CLERK  
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**1. Joint Meeting with the Drive-In Site Utilization Committee**

The CEDC held a join meeting with the Drive-In Site Utilization Committee (DISUC) to discuss potential physical improvements to be made on the site. It was noted that the committees needed professional assistance to design infrastructure for the Drive-In site that would be useful to event organizers while also fitting in with the long term plans for the site. Karen Greene, Director of Community Development, noted that the Town recently issued an RFP for design of the Riverwalk Park and Boardwalk. She stated that the Town would amend the RFP to include a request to also design the event space as well.

Mary Vilbon noted that the 5<sup>th</sup> Element Design Group offered to consult on the design of the event space so as to maximize its value to the Town and event organizers. Committee members noted the potential to attract more events to the space in the future if it included proper infrastructure (such as water and electricity), such as Paw Palooza and other events currently situated on Hyannis Main Street. Committee members asked what the next step in the planning process would be for the Town, and it was stated that the next logical step would be for Ms. Greene, Dan Knapik (Town Administrator), and Jim Saben (Chairman of the DISUC) to have a conference call with the 5<sup>th</sup> Element Design Group to see if they'd be a good fit to assist the Town with this process. CEDC members expressed to the DISUC that they would be willing to provide funding that may be needed to move along the planning/consulting process.

**Vote:** On a motion from Stephen O'Neil, seconded by Ken Smith, the Committee voted to provide assistance that is feasible to the Drive-In Site Utilization

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Committee to move forward with the event space planning process, by a vote of 6-1 (Ryan Castle voted in opposition due to the vague nature of the motion).

The Committee requested an update on this item at their next meeting.

**2. Chamber of Commerce 2<sup>nd</sup> Quarter Marketing Update**

Jenn Werner, Yarmouth Chamber of Commerce, provided an update to the CEDC on the Yarmouth Chamber of Commerce's marketing efforts from October – December 2019. She explained the Chamber did a social media campaign to promote the Yarmouth Port Christmas Stroll from 10/24 – 12/15, which yielded an above average click through rate (signifying its success). Ms. Werner noted that the Chamber will also be doing a spring social media campaign which will feature their new promotional Yarmouth video. Ryan Castle suggested including 'Cape Cod' in any promotional branding efforts, as more people off-cape recognize that name than they do Yarmouth.

Ms. Werner also reviewed the recent events coordinated by the Chamber, and explained that the Christmas Stroll and Trolley Tour were very successful and well-attended. Going forward the Chamber will be helping to promote Plymouth 400 events in Yarmouth as well as SOB day (sail on by day) in Yarmouth Port.

**3. Tourism Revenue Preservation Fund**

Kyle Pedicini, Economic Development Coordinator, presented the Tourism Revenue Preservation Fund budget, along with projections for the fund in FY21. He explained that there is currently \$36,013.33 available in the unallocated fund and \$106,737.55 in physical improvement spending. Mr. Pedicini explained that the projections for FY21 funding indicate that there will be about \$275,000 in additional unallocated funding and \$75,000 in physical improvement funding (after July 1, 2020).

Mr. Pedicini also presented a request from the Yarmouth Historical Commission for \$9,695.00 to install three historic interpretive signs at the Judah Baker Windmill. It was explained that these signs would highlight important items to note about the history of the site and would be similar to the signage installed at the Indian Memorial site. Committee members questioned the need for three signs at the site, and suggested that one sign with all the important information consolidated on it would suffice. The Committee suggested sending the proposal back to the Historical Commission for refinement and some members expressed interest in inviting members of the Historical Commission to a future meeting to discuss the proposal.

**Vote:** On a motion from Ryan Castle, seconded by Ken Smith, the Committee voted to send the Judah Baker Windmill Interpretive Signage proposal back to the Historical Commission for refinement, by a vote of 7-0.

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Mr. Pedicini also presented a request from the Community Development department for funding to install fencing along the frontage at the former Yankee Village site (275 Route 28). It was noted that there is currently split-rail fencing along the abutting Mill Creek and Chase Brook Parks and fencing at the 275 Route 28 parcel would serve to make the aesthetics along Route 28 inviting and consistent. The fence would also serve for a practical reason, to keep cars from driving on the parcel. It was noted that the estimate for the project was about \$2,200, but the Community Development Department was requesting \$2,500 to cover any contingencies. The CEDC currently has \$10,378.00 in a fencing improvement fund from which funds could be allocated.

**Vote:** On a motion from Ryan Castle, seconded by Ken Smith, the Committee voted to allocate up to \$2,500 (from the fencing improvement fund) to install new fencing at 275 Route 28, by a vote of 7-0.

#### **4. Committee Member Updates**

Joanne Crowley noted that the Planning Board has begun planning for the town-wide Visioning process, which will be promoted in the coming months. Jack McCormack noted that the Cape Cod Commission recently approved the Tractor Supply Co. to locate a store in Hyannis. Stephen O'Neil updated he committee on a recent meeting he had with Jeff Colby, DPW Director, to discuss potential improvements that could be made for electricity and drainage issues at the Yarmouth Port Common. Mr. Colby will be attending an upcoming CEDC meeting to report on potential solutions to these issues. Peter Smith updated the committee on a recent meeting CEDC members had with Lt. Bryant of the Yarmouth Police to discuss the town fees issue for special events. The meeting was very informative and the biggest takeaway was that sometimes communication from the event organizers to the police was lacking. Committee members suggested required grant applicants to contact the Police Department ahead of making any future applications so that costs for the details for events could be worked out ahead of time and that information could be included in the application.

#### **5. Minutes for Review**

The Committee reviewed draft minutes from their meeting on January 9, 2020.

**Vote:** On a motion from Mary Vilbon, seconded by Stephen O'Neil, the Committee approved the minutes for January 9, 2020 by a vote of 6-0-1 (Ryan Castle abstained).

#### **6. Upcoming Meetings**

The next CEDC meeting will take place on March 4<sup>th</sup> at 4pm, as the CEDC will discuss the agenda items on they were unable to discuss at this meeting (Special Events program and CEDC goals). The CEDC will also be meeting on March 12<sup>th</sup> to discuss their goals with the Town Administrator and also to discuss the broadband project.

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**7. Adjourn**

On a motion from Mary Vilbon, seconded by Stephen O'Neil, the Committee voted 7-0 to adjourn at 6:30 pm.

**8. Documents provided:**

- a. Agenda for the meeting
- b. Memo from Kathy Williams, Town Planner, regarding the Drive-In site
- c. TRPF Budget
- d. Chamber of Commerce Marketing Update
- e. Historic Signage project package
- f. Yankee Village fencing project package
- g. Draft Minutes from CEDC meeting on January 9, 2020

Respectfully Submitted,  
Kyle Pedicini, Community Development Office