

On March 22, 2022, on a motion by Stephen O'Neil, seconded by Joanne Crowley, the committee voted 5-0 to approve these minutes.

Town of Yarmouth

MINUTES OF THE COMMUNITY & ECONOMIC DEVELOPMENT
COMMITTEE MEETING OF
February 15, 2022

The Yarmouth Community & Economic Development Committee held a regular Business Meeting at 4:30 p.m. on Tuesday, February 15, 2022. The meeting was conducted in the Yarmouth Town Hall Room A.

Committee Members Present: Stephen O'Neil, Joanne Crowley, Ken Smith, Joe Manning, Maria Marasco, Joe Gibbs

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

YARMOUTH TOWN CLERK

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

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1. Tourism Revenue Preservation Fund

The committee discussed the recommendation FY23 Tourism Fund allocation. It was noted that the line items where funds will be placed are broad enough that the CEDC should be able to fit any projects that come before them into a funding line. Town staff asked if there were any possible Tourism Fund projects on the horizon that could not fit into either: administration, marketing, special events, economic development projects, or physical improvements. The committee responded no and agreed to proceed with the identified line items.

The committee also discussed whether or not to request the additional \$50,000 allocation that is permitted through the Tourism Fund Special Legislation. Ken Smith noted that this year's allocation is already the highest it's ever been and questioned the need for the additional allocation. Committee members agreed that the CEDC should request the additional \$50,000 to set a precedent for future years when short term rental revenues are eliminated from the fund's calculation.

Vote: On a motion from Stephen O'Neil, seconded by Joe Manning, the Committee voted to recommend a FY23 Tourism Fund allocation of \$567,122 with the following allocations for each line item, by a vote of 6-0.

<i>Program</i>	<i>Amount</i>
<i>Administration</i>	<i>\$40,000</i>
<i>Special Events</i>	<i>\$100,000</i>
<i>Marketing</i>	<i>\$180,000</i>
<i>Public Improvements</i>	<i>\$141,780</i>
<i>Economic Development Projects</i>	<i>\$105,342</i>
<i>Total Appropriation</i>	<i>\$567,122</i>

The committee then discussed the marketing RFP for the town's next marketing contract. Committee members suggested amending the contract to a term of 12 months, with the option to renew the contract for an additional 24 months. It was also recommended that the

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RFP/contract contain a provision requiring the town to notify the vendor of its intentions to renew the contract in writing at least 90 days before contract expiration. Committee members also reviewed changes suggested by Joanne Crowley and agreed to incorporate them. It was noted that the town will be looking to issue marketing RFP sometime before April 1st.

Vote: On a motion from Maria Marasco, seconded by Joanne Crowley, the Committee voted to recommend that the town proceed with the issuance of the marketing RFP (with the changes noted), by a vote of 6-0.

2. Review of Past Meeting Minutes

Vote: On a motion from Stephen O'Neil, seconded by Joanne Crowley, the Committee voted to approve the minutes of February 8, 2022, by a vote of 4-0-2 (Joe Gibbs and Maria Marasco abstained).

3. Future Meeting Dates/Schedules

The committee will meet on February 22nd to discuss an economic studies update.

The meeting adjourned at approximately 5:37pm