

On March 11, 2021 on a motion by Stephen O'Neil, seconded by Joanne Crowley, the committee voted 5-0-1 (Peter Smith abstained) to approve these minutes.

Town of Yarmouth

MINUTES OF THE COMMUNITY & ECONOMIC DEVELOPMENT
COMMITTEE MEETING OF
February 18, 2021

The Yarmouth Community & Economic Development Committee held a Remote Business Meeting at 4:00 p.m. on Thursday, February 18, 2021. The meeting was conducted through Zoom videoconferencing.

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

Staff: Kyle Pedicini, Economic Development Coordinator

YARMOUTH TOWN CLERK
'21MAR29PM2:07 REC

The meeting was opened by Ken Smith at 4:05pm

1. Request for Funding: Ice Skating Rink Proposal

Aimee Howell, Director of Recreation, provided the committee additional details on the Town's Ice Skating Rink proposal. Expense information was shared, and it was noted that events should be affordable and financially feasible to run using this rink. Committee members asked if this particular rink was the most cost-effective to purchase, and it was noted that the Town's procurement process would ensure that the town receives the best priced rink. It was explained that the request to the committee was for up to \$20,000 in funding for this project, which would match a \$20,000 donation already made by Community Connections. Committee members expressed support and excitement for the project.

Vote: On a motion from Stephen O'Neil, seconded by Ryan Castle, the Committee voted to allocate \$20,000 for the ice skating rink project from the physical improvement fund, by a vote of 5-0-1 (Mary Vilbon abstained).

2. Yarmouth Chamber of Commerce Marketing Quarterly Report

Jenn Werner, Communications Director for the Yarmouth Chamber of Commerce, presented a Chamber of Commerce marketing update for the period of September – December 2020. Ms. Werner explained that the Chamber has marketing the town during this period using social media, branding, blogging, targeting marketing campaigns, eblasts, radio, public enhancements, and signature events. Details of this initiatives were reviewed and the committee was complimentary of the Chamber' efforts to promote the town. The committee thanked Ms. Werner for her presentation and hard work.

3. Minutes for Review

Vote: On a motion from Jack McCormack, seconded by Joanne Crowley, the Committee voted to approve the minutes of the January 25, 2021 meeting, by a vote of 4-0-2 (Ryan Castle and Stephen O'Neil abstained).

The meeting adjourned at 5:00pm