

On March 22, 2022, on a motion by Maria Marasco, seconded by Joanne Crowley, the committee voted 4-0-2 to approve these minutes.

Town of Yarmouth

MINUTES OF THE COMMUNITY & ECONOMIC DEVELOPMENT  
COMMITTEE MEETING OF  
February 22, 2022

The Yarmouth Community & Economic Development Committee held a regular Business Meeting at 4:30 p.m. on Tuesday, February 22, 2022. The meeting was conducted in the Yarmouth Town Hall Room A.

**Committee Members Present:** Stephen O'Neil, Ken Smith, Mary Vilbon, Maria Marasco, Joe Gibbs

**Staff:** Kyle Pedicini, Economic Development Coordinator; Bill Scott, Assistant Town Administrator

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

YARMOUTH TOWN CLERK  
'22MAR24AM10:25 REC

**1. Tourism Revenue Preservation Fund**

Bill Scott, Assistant Town Administrator, presented an update on the economic studies topic. Mr. Scott explained that the purpose of these studies is to help provide support to fund the wastewater program in Yarmouth which will increase economic development and reduce the burden of the residential taxpayer. It was noted that Phase 1 of the wastewater program encompasses the main commercial area of Yarmouth (Route 28) which will provide a great impetus for economic development once wastewater infrastructure is in place. The economic studies will help provide market analysis that can be used as supporting documents for grant applications. These supporting documents will help the town leverage funding from state and federal partners for the wastewater program. The \$75,000 in funding for economic studies will be utilized for the following:

- Economic Development Analysis (\$45,000) – Socioeconomic overview, development environment analysis, market analysis, competitive assessment, and identification of strategic sites
- DIF Program (\$20,000) – Create a development program commensurate with the second phase of a DIF approval
- Grant writing (\$10,000) – Consultant to assist with MassWorks grant application

Mr. Scott noted that he would return to the committee with progress updates on these initiatives. The committee expressed support for the economic studies plan outlined. Committee member Maria Marasco urged town staff to review the existing economic reports and information available at the County level before funding new studies.

Kyle Pedicini, Economic Development Coordinator, presented a funding request for a marketing project. Mr. Pedicini explained that this project would involve advertising for Yarmouth businesses on the back of the daily beach parking tag. The idea would be to promote patronizing Yarmouth businesses to the visitors of Yarmouth's beaches. This would involve a QR code on the back of the parking tag that leads visitors to information about amenities in Yarmouth. The marketing project would also involve training beach/DPW staff to deliver a quick pitch to visitors promoting this QR code. The funding request is \$12,000 and would be utilized for:

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- Printing of parking tags (\$3,250)
- T-shirts and sweatshirts for beach/DPW staff (\$3,500)
- Re-painting of beach parking lines (\$5,000)

**Note:** On a motion from Mary Vilbon, seconded by Maria Marasco, the Committee voted to approve an allocation of \$12,000 from unallocated for the parking tag marketing project, by a vote of 6-0.

Mary Vilbon asked that the town work with the Chamber on the design of the parking tags and t-shirts in order to maintain a consistent marketing message.

**2. Request for Letter of Support – 17 Berry Ave Citizen Petition**

Robert Ciavarra presented his request for a letter of support from the CEDC for his citizen petition at the upcoming Annual Town Meeting. Mr. Ciavarra explained that this petition seeks to change the zoning of the parcel located at 17 Berry Ave from R25 to B2 (from residential to commercial). It was noted that this proposal was previously discussed by the Yarmouth Planning Board who removed it from the last Town Meeting Warrant after the received comments in opposition from the abutting neighborhood. Mr. Ciavarra noted that this zoning change is needed in order to spur development at this parcel and the abutting one on the corner of Route 28. The parcel on the corner of Route 28 has site issues associated with it that makes developing it difficult, but that could be remedied by converting the 17 Berry Lot parcel to commercial and using it in conjunction with the abutting lot for a project. Committee members requested additional information before acting on this request, including correspondence from the abutting property owner regarding their relationship with the 17 Berry Ave parcel, and information on uses that would be allowable if the zoning change was implemented.

**3. Committee Member Updates**

Mary Vilbon noted that the Yarmouth Winter Carnival took place this past weekend and was a big success. The event drew approximately 20,000 visitors over the course of the weekend, and was particularly well attended on Saturday and Sunday. Committee members reviewed photos from the event and expressed their appreciation to the Chamber for planning the event.

**4. Staff Member Updates**

Kyle Pedicini explained that the marketing RFP is currently being reviewed by the Town's procurement department and will be released by April 1<sup>st</sup>. Town staff is also working on a Drive-In Site solicitation for the 2022 season to obtain event proposals.

**5. Future Meeting Dates/Schedules**

The committee will meet on March 22<sup>nd</sup> to discuss seasonal housing.

The meeting adjourned at approximately 6:15pm