

On March 12, 2020, on a motion by Ken Smith, seconded by Jack McCormack, the committee voted 5-0 to approve these minutes.

Town of Yarmouth

MINUTES OF THE COMMUNITY & ECONOMIC DEVELOPMENT  
COMMITTEE MEETING OF  
March 4, 2020

The Yarmouth Community & Economic Development Committee held a Business Meeting at 4:00 p.m. on Wednesday, March 4, 2020 at the Yarmouth Town Hall, Room B, located at 1146 Route 28, South Yarmouth, MA.

**Committee Members Present:** Peter Smith, Mary Vilbon, Stephen O'Neil, Ken Smith (arrived at 4:20pm), Jack McCormack, and Joanne Crowley (departed at 5:30pm)

**Staff:** Kyle Pedicini, Economic Development Coordinator

YARMOUTH TOWN CLERK

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The meeting was opened by Peter Smith at 4:00pm

**1. Request for Transfer of Funds from the Music Festival to the Irish Festival**

The Committee reviewed a request from Pat McDonough, event organizer of the Irish Festival and the Music Festival, to transfer the \$5,000 in grant funds from the Music Festival to the Irish Festival. It was explained that Mr. McDonough is no longer planning on holding the Music Festival in the summer and was requesting to use the funds granted to that event for the upcoming Irish Festival. Committee members opposed the request due to the potential precedent that could be established by revising grant awards after the award process was complete. It was noted that the Irish Festival is a good event for Yarmouth and helps utilize the Drive-In site as an event venue (which is a town goal), but the committee originally decided not to award a grant for the event so it would not be appropriate to revise the decision after the fact. Stephen O'Neil also noted that the funds could be utilized to fund a physical improvement project in the future.

**Vote:** On a motion from Stephen O'Neil, seconded by Jack McCormack, the Committee voted to deny the request for the transfer of grant funds and return the \$5,000 to the unallocated fund, by a vote of 5-0.

**2. Review of Revised Special Event Applications**

The Committee reviewed the revised event applications of the Cape Cod St. Patrick's Parade and the Seaside Festival. It was noted that the revised budget numbers for the St. Patrick's Parade now show a profit for the event (to be carried forward for future events). Tom Nickinello, St. Patrick's Parade Committee, explained that their former treasurer had health issues which is why they had trouble submitting accurate budget numbers at the time of the application. Mr. Nickinello further explained that the committee has a new treasurer and will also be hiring a CPA going forward. Committee members noted they were satisfied with the completeness of the revised applications.

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**3. Discussion of Future Special Events Program**

Committee members discussed the future of the special events grant program. It was noted that the committee had previously decided to include a requirement for future applications that the event organizers meet with the police department before submitting the application so that the costs of details will be known ahead of time. Members also discussed instituting the future condition that, if grant applications are deemed incomplete, they will not be considered at all for grant funding. It was noted by town staff that the committee would have to set up a process at some point to determine if applications are complete or not before they are reviewed. The committee also discussed the possibility of splitting up the grants into larger events, and mini-grants for smaller events (perhaps under \$5,000). Members were receptive to this idea but agreed to discuss it further at a future meeting.

Ken Smith posed that the committee spends a lot of time of the Special Events Grant Program, and asked the committee if they felt the town was benefitting from the program. Mary Vilbon stated that events have become Yarmouth's brand and should be continued to continue this positive brand/image. Ken Smith also stated that while the initial intent of the grant program was for it to be temporary to help events become self-sustainable, it is not feasible in the cases of the larger non-profit events to become self-sustainable and would likely be unable to proceed in Yarmouth without the grant funds.

**Vote:** On a motion from Mary Vilbon, seconded by Joanne Crowley, the Committee voted to continue with the Special Events Program going forward, by a vote of 6-0.

**4. Review of CEDC Goals**

The CEDC reviewed their list of goals for 2020. Kyle Pedicini, Economic Development Coordinator, explained that the updated the committee's goals from the previous year for their review. Ken Smith noted that the committee should review their partners in economic development going forward to see who could potentially help promote businesses in Yarmouth. Mary Vilbon noted the need for a vacant properties list in Yarmouth to help businesses find properties to locate in. Kyle Pedicini noted that the Town does have a commercial site availability feature on its website. Committee members suggested that the Chamber of Commerce could maintain a list of properties that are vacant but not listed through the MLS.

Stephen O'Neil also suggested that the Town publish a list of town-owned properties that could be utilized for commercial purposes. Mr. Pedicini noted that the Town is currently working to establish a land disposition policy for town-owned properties and noted that he would request Karen Greene, Director of Community Development, to provide an update on this process at the next meeting. Chairman Peter Smith requested that an item be added to the CEDC goals that the committee works to improve the welfare of both

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residents and businesses in Yarmouth.

**Vote:** On a motion from Ken Smith, seconded by Stephen O’Neil, the Committee voted to approve the list of goals presented to them with the additions of working on town land disposition and that the committee works to improve the welfare of residents and businesses, by a vote of 6-0.

**5. Committee Member Updates**

Jack McCormack update the committee on a recent Design Review Committee application to redevelop the Irish Village. He explained that the changes to the property are mostly cosmetic and the committee noted that it would be an improvement. Mary Vilbon stated that she would be meeting with Curt Sears; Chairman of the Water Resources Advisory Committee, Ryan Castle; CEO of the Cape and Islands Realtor’s Association, and Jane Renzi; Jane Renzi Associates, to coordinate a marketing campaign for the Town’s clean water planning efforts. Ms. Vilbon also noted that they would be working with town staff to ensure that the messaging is consistent with the town’s marketing efforts. Committee members noted how integral the town’s wastewater planning efforts are to the future of economic development in Town, and directed town staff to draft a memo of support for the project to be reviewed at their next meeting.

**6. Staff Updates**

Kyle Pedicini, Economic Development Coordinator, updated the committee on a couple of physical improvement projects. He explained that there would be a phone call tomorrow with the 5<sup>th</sup> Element consulting group to discuss potential Drive-In site improvements. He also noted that the Board of Selectmen recently approved the committee’s roadway banner application and supplies for the project have been ordered through a vendor. Installation for the project is likely to commence sometime in April. Mr. Pedicini also updated the committee on the Town’s recent clean water marketing efforts and noted that he would be happy to work with Ms. Vilbon and her group to coordinate marketing efforts.

**7. Minutes for Review**

The Committee reviewed draft minutes from their meeting on February 13, 2020.

**Vote:** On a motion from Jack McCormack, seconded by Stephen O’Neil, the Committee approved the minutes for February 13, 2020 by a vote of 5-0.

**8. Upcoming Meetings**

The next CEDC meeting will take place on March 12<sup>th</sup> at 4:30pm, as the CEDC will discuss their goals with the Town Administrator and also discuss the broadband project.

**9. Adjourn**

On a motion from Mary Vilbon, seconded by Stephen O’Neil, the Committee voted 5-0 to adjourn at 6:00 pm.

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**10. Documents provided:**

- a. Agenda for the meeting
- b. Email Request from Patrick McDonough to Transfer Grant Funds from the Music Festival to the Irish Festival
- c. Revised Special Event Applications – St Patrick’s Parade and Seaside Festival
- d. Draft CEDC Goals
- e. Yarmouth Special Event Program Information
- f. Provincetown Special Event Program Information
- g. Draft Minutes from CEDC meeting on February 13, 2020

Respectfully Submitted,  
Kyle Pedicini, Community Development Office