

On June 11, 2020, on a motion by Stephen O'Neil, seconded by Joanne Crowley, the committee voted 4-0 to approve these minutes.

Town of Yarmouth

MINUTES OF THE COMMUNITY & ECONOMIC DEVELOPMENT
COMMITTEE MEETING OF
May 6, 2020

YARMOUTH TOWN CLERK
20JUL8PM3:04 REC

The Yarmouth Community & Economic Development Committee held a Remote Business Meeting at 4:30 p.m. on Wednesday, May 6, 2020. The meeting was conducted through Zoom videoconferencing.

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

Staff: Karen Greene, Director of Community Development; Kyle Pedicini, Economic Development Coordinator; Rich Bienvenue, Assistant Town Administrator; Dan Knapik, Town Administrator

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

1. Tourism Revenue Preservation Fund

Kyle Pedicini, Economic Development Coordinator, presented the Tourism Revenue Preservation Budget. He explained that the committee currently has a little over \$46,000 available in unallocated spending and a little over \$91,000 available for physical improvements. It was also explained that Town Meeting will be asked to approve a \$379,278.85 allocation to the Tourism Fund for FY21.

Rich Bienvenue, Assistant Town Administrator, explained that the Town is anticipating roughly 33% drop in local receipts due to COVID-19, which is likely to result in a \$6.5million deficit. Because of this unprecedented stark financial situation, the town is looking to utilize Tourism Funds for expenses the committee has not previously allocated funds for. An example of this would be to use funds to pay for salaries/operating expenses associated with Tourism projects, such work conducted by the DPW to beautify the town. It was explained that the town would be looking for somewhere between \$150,000 and \$160,000 in Tourism Funds to utilize for these purposes. Mr. Bienvenue also stated that the Town may be able to 'pay back' these funds in the future when revenues rebound, potentially through an appropriation of free cash.

Chairman Peter Smith noted that the Committee would need an opinion from Town Counsel offering insight into the legality of using Tourism Funds for these purposes (in relation to the regulations set forth by the Tourism Fund's Special Legislation). Committee members were generally supportive of the idea proposed by Mr. Bienvenue, but wanted more clarity on the topic before taking any action. Chairman Smith requested a formal memorandum of understanding between the committee and the town regarding what

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the Tourism Funds would be used for and how the funds might be re-paid in the future. The Committee agreed to further discuss the topic at their next meeting on May 19th, and requested that Mr. Bienvenue provide more detail into his proposal.

2. Drive-In Site Wi-Fi Proposal

Dan Knapik, Town Administrator, presented the proposal from Centerline Communications to provide specs that could be used to design Wi-Fi capabilities at the Yarmouth Drive-In site. Mr. Knapik explained that the proposal cost \$6,100 and the final product would be the generation of specs that could be provided to an engineering firm to design Wi-Fi infrastructure for the site. He further explained that this site would benefit from Wi-Fi for all the events held there and when the Riverwalk Park and Boardwalk is constructed, by also stated that this project would help advance Wi-Fi activity in an importance section of the Route 28 corridor. Mr. Knapik also stated that there may be a future request to the committee to fund a Wi-Fi buildout from the Drive-In site to Hyannis.

Committee members were generally in favor of this project, but many expressed the opinion that it would be premature to pursue it at this time. Chairman Peter Smith suggested that the committee could revisit this project after 5th Element completed their analysis of the Drive-In site, which could be used to inform the Wi-Fi study. The Committee agreed to put the project on hold for the time being, but would re-visit in the future when it is appropriate to do so.

3. Special Event Discussion

Kyle Pedicini, Economic Development Coordinator, explained that Paw Palooza has canceled their event scheduled in May, so the CEDC must decide what to do with the \$11,000 grant they previously awarded them.

Vote: On a motion from Ken Smith, seconded by Stephen O'Neil, the Committee voted to re-allocate \$11,000 from the Paw Palooza grant fund to the unallocated fund bucket, by a vote of 7-0. The vote was conducted by roll call and Stephen O'Neil, Mary Vilbon, Ken Smith, Ryan Castle, Jack McCormack, Joanne Crowley, and Peter Smith all voted to approve.

Ryan Castle left the meeting at 5:40pm

It was also explained that the Taylor Bray Sheep Festival was canceled, but the Taylor Bray Farm Fall Festival is still scheduled to occur in the fall. The Committee originally allocated \$4,000 to the Farm for the Sheep Festival and \$500 for the fall. It was noted that the total anticipated expenses for the Fall Festival is \$1,100.

Vote: On a motion from Ken Smith, seconded by Stephen O'Neil, the Committee voted to re-allocate \$3,400 from the Taylor Bray Farm grant fund to the unallocated fund bucket (leaving \$1,100 remaining), by a vote of 6-0. The vote

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was conducted by roll call and Stephen O'Neil, Mary Vilbon, Ken Smith, Jack McCormack, Joanne Crowley, and Peter Smith all voted to approve.

4. Committee Member Updates

Joanne Crowley explained that the Planning Board reviewed the proposed changes to the Irish Village, which is proposed to become a Wise Living residence. It was noted the project was an Opportunity Zone investment and that the site plan was approved (with conditions). The project will return to the Planning Board and Board of Appeals for additional approvals. Jack McCormack reported that he was re-appointed as Yarmouth Representative to the Cape Cod Commission.

5. Staff Updates

Karen Greene, Director of Community Development, explained that the Cultural Center is requesting to utilize some of their grant funds for operating expenses. It was noted that some operating expenses were included in their grant application so no grant amendments would be required to accommodate this request. Committee members expressed support for this concept as the Cultural Center serves as a tourist attraction on its own. Ms. Greene noted that the Cultural Center would continue marketing efforts and would include some of those expenses in their reimbursement requests as well.

Kyle Pedicini, Economic Development Coordinator, stated that Yarmouth launched a CDBG Job Retention grant program with a total budget of \$60,000. Ms. Greene noted that the Town had received 12 inquiries from businesses regarding the grant program so far.

Mary Vilbon left the meeting at 6:25pm

6. Minutes for Review

Vote: On a motion from Ken Smith, seconded by Stephen O'Neil, the Committee voted to approve the minutes of the April 9, 2020 meeting, by a vote of 5-0. The vote was conducted by roll call and Stephen O'Neil, Ken Smith, Jack McCormack, Joanne Crowley, and Peter Smith all voted to approve.

7. Upcoming Meetings

The next committee meeting will take place on May 19th and the committee will continue their discussion on the Tourism Fund budget.

8. Adjourn

On a motion from Stephen O'Neil, seconded by Ken Smith, the Committee voted 5-0 to adjourn at 6:40 pm. The vote was conducted by roll call and Stephen O'Neil, Ken Smith, Jack McCormack, Joanne Crowley, and Peter Smith all voted to approve.

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9. Documents provided:

- a. Agenda for the meeting
- b. TRPF Budget
- c. Rooms and Meals Tax History
- d. Centerline Proposal for Wi-Fi Design at Drive-In Site
- e. CDBG Job Retention Grant Program Press Release
- f. Draft Minutes from CEDC meeting on April 9, 2020

Respectfully Submitted,
Kyle Pedicini, Community Development Office