

On June 25, 2019, on a motion by Stephen O'Neil, seconded by Ken Smith, the committee voted 4-0 to approve these minutes.

Town of Yarmouth

MINUTES OF THE COMMUNITY & ECONOMIC DEVELOPMENT
COMMITTEE MEETING OF
June 10, 2019

The Yarmouth Community & Economic Development Committee held a Business Meeting at 4:30 p.m. on Monday, June 10, 2019 at the Yarmouth Town Hall, Room A, located at 1146 Route 28, South Yarmouth, MA.

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

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

The meeting was opened by Peter Smith at 4:34 pm

YARMOUTH TOWN CLERK

'19JUN26PM4:13 REC

1. Tourism Revenue Preservation Fund

Karen Greene, Director of Community Development, presented the Tourism Revenue Preservation Fund budget to the committee. She explained that the Tourism Funds voted at Town Meeting totaled \$387,842.00 for FY20. Ms. Greene also explained that \$77,568.40 must be allocated to physical improvements and that \$25,000.00 has been allocated for personal services, \$100.00 has been allocated for legal ads, and \$500.00 have been allocated for supplies leaving a total of \$284,673.60 unallocated.

Kyle Pedicini, Economic Development Coordinator, presented a request for funding for a banner installation project. He indicated that one company responded to the Town's recent RFQ for banner installation and the quote came in at \$5,795. Committee members asked if this quote was for the whole year and Mr. Pedicini responded that it was only for one season. Committee members agreed to obtain a more detailed cost breakdown from the sign contractor before taking a vote on the project. It was also noted that the banner project would have to go before the Board of selectmen at some point for their approval.

Mr. Pedicini also presented a request for funding for a new community information board. A mockup design of the board was presented to the Committee and it was decided that the Town's logo would be used on a blue header. The Committee also decided to change the subtext of the community information board to read 'PRESENTED BY THE YARMOUTH TOURISM FUND AND THE ROTARY CLUB'. It was noted that the Yarmouth Rotary Club would be donating \$5,000.00 towards the cost of the sign and that the donation request would have to be put on a future Board of Selectmen Consent Agenda.

On June 25, 2019, on a motion by Stephen O'Neil, seconded by Ken Smith, the committee voted 4-0 to approve these minutes.

Vote: On a motion from Stephen O'Neil, seconded by Ryan Castle, the Committee voted to use the Town's logo on the header of the community information board and to have the header be blue, by a vote of 5-0.

Vote: On a motion from Ryan Castle, seconded by Mary Vilbon, the Committee voted to change the subtext of the community information board's header to read 'PRESENTED BY THE YARMOUTH TOURISM FUND AND THE ROTARY CLUB', by a vote of 5-0.

Vote: On a motion from Ryan Castle, seconded by Stephen O'Neil, the Committee voted to approve up to \$20,250.00 in funding for the community information board project (from public improvement expense funds), by a vote of 5-0.

2. Committee Member Updates

Jack McCormack updated the Committee on recent Cape Cod Commission business. He explained that the Commission recently published the final draft of the Comprehensive Economic Development Strategy for all of Cape Cod.

3. Staff Updates

Kyle Pedicini updated the Committee on various items. He informed the Committee that the Fencing project was close to being completed. Chairman Peter Smith commented that the new fence along on the Route 6A Common is missing an opening that was previously there. Mr. Pedicini indicated that he would look into that issue. The Committee was also informed that the Town of Yarmouth was recently awarded a Technical Assistance Grant to attend the Opportunity Zone (OZ) Academy. The OZ Academy will equip town staff with the skill/tools needed to help attract Opportunity Fund investments in Yarmouth.

4. Minutes for Review

The Committee reviewed draft minutes from their meeting on May 13, 2019.

Vote: On a motion from Ryan Castle, seconded by Stephen O'Neil, the Committee approved the minutes for May 13, 2019 by a vote of 5-0.

Mary Vilbon left the meeting room at 5:49 pm

5. Marketing RFP

Karen Greene explained that the town received five responses to its Marketing RFP and interviewed two applicants. The prices have been opening and the interviews have been rated but a recommendation to the Town Administrator (who awards the contract) has not yet been made. Ms. Greene explained that last year \$150,000.00 was allocated to the Town's marketing contract. In addition to that figure, \$30,000.00 was awarded to the Chamber of Commerce for the administration of the Sand Sculpture Trail. The new marketing contract will be for 18 months as opposed to 12 months so Ms. Greene requested to be approved for up to \$270,000.00 ($\$150k + \$30k = \$180k \times 1.5 = \$270k$) for marketing.

On June 25, 2019, on a motion by Stephen O'Neil, seconded by Ken Smith, the committee voted 4-0 to approve these minutes.

Vote: On a motion from Ryan Castle, seconded by Stephen O'Neil, the Committee approved up to \$270,000.00 from *unallocated* funds in the Tourism Preservation Fund to *marketing*, by a vote of 5-0.

6. Adjourn

On a motion from Ryan Castle, seconded by Stephen O'Neil, the Committee voted 4-0 to adjourn at 6:19 pm.

7. Documents provided:

- a. Agenda for the meeting
- b. TRPF Budget Update
- c. Banner RFQ Information
- d. Community Information Board RFQ Information
- e. Draft Minutes from CEDC meeting on May 13, 2019

Respectfully Submitted,
Kyle Pedicini, Community Development Office