

YARMOUTH FINANCE COMMITTEE MINUTES

Yarmouth Town Hall, Room A

January 27, 2016

'16FEB4PM1:20 REC

Present: Joseph Goldstein, Chair; Cathy Romboli, Vice Chair/Clerk; Nathan Ladley, Jack Moylan, Ken Mudie, Robert Ciavarra, and Sean Hanlon

Administration: Peter Johnson-Staub, Acting Town Administrator; Ed Senteio, Director of Finance

Guests: Karen Greene, Director of Community Development and Tourism

The meeting was called to order by Mr. Goldstein, Chair, at 6:31 p.m.

MINUTES:

MOTION: To approve the minutes of the January 20, 2016 Yarmouth Finance Committee.

Motion by: Mr. Moylan

Second by: Mr. Ladley

Vote: 7-0-0

TRANSFERS:

A transfer from Treasurer Health Insurance of \$2,945.00 to Facilities Professional Technical for the emergency repair to a leaking roof on the South Yarmouth Library was requested. Mr. Johnson-Staub said that this roof had been repaired twice before, and it has been determined that a rubber roof is now needed because of the pitch of the roof. The total cost of the roof, including work done 5/2015 and this transfer, will be \$9,800.

MOTION: To approve the transfer.

Motion by: Mr. Moylan

Second by: Mrs. Romboli

Vote: 7-0-0

NEXT MEETING:

The next meeting will be held February 3, 2016 at 6:30 p.m. at Yarmouth Town Hall, Room A. The D-Y Schools will be presenting. Mr. Goldstein asked that the details of any new programs be given at the next meeting. One of the Selectmen had asked for the details of the collective bargaining agreement. Mr. Mudie expressed his interest in out of district transfers. Mr. Ladley said that March 2, 2016, he will be away. Wastewater will be discussed at the March 2nd meeting. Mr. Goldstein said the D-Y Schools were \$1.2M over budget and that they had lowered that figure by \$930,000. They are still reviewing the \$1.2M amount.

ADMINISTRATIVE ITEMS:Community Development:

Karen Greene, Director of Community Development and Tourism, said that her department is an umbrella department which takes a big picture view and a regulatory view. With the regulatory function Community Development oversees the Conservation division, the Old King's Highway Regional Historic District, the Zoning Board of Appeals, and her department works with the Historic Commission and the Planning Board, as well as the Community Housing Committee, and the Affordable Housing Trust. The Community Development department oversees the Community Preservation Act Fund, which has a fulltime staff, who work with the committee and oversees CPA program. Another function of the Community Development is overseeing the Economic Development Committee, which oversees the

Tourism Department, which is responsible for economic planning. Issuing permits for the Conservation Commission, the Old King's Highway Regional Historic District and the ZBA are part of Community Development. The Historic Commission works with Taylor Bray Farm, Judah Baker Windmill, and Baxter Gristmill (in conjunction with Jeff Colby and the DPW). Ms. Greene discussed the accessibility of the Baxter Gristmill. Ms. Green highlighted the following projects that her department has been working on in the last year:

- The bike path with Kathy Williams, Yarmouth's Town Planner.
- Parker's River Bridge: The bridge improvements expansion is a \$6M project, 90% funded by federal funding from Hurricane Sandy funds for the waterway.
- The Drive-in Site: There was a utilization survey with three representatives from the Conservation Commission about the use of the drive-in. Their conclusion was that this area should be used for conservation and recreation. A phased approached plan was developed, which would involve the creation of a river walk including a boardwalk to Seagull beach, kayak launch, public restrooms, and places for food truck to be located. There is a CPA request of \$84,000 for a feasibility study. The river walk only uses 1/3 of the site; 10 acres remain, and the use is still to be determined, possibly for wastewater with a pump house.
- Concept Design at Packet Landing: A pavilion concept is being considered.
- The Affordable Housing Trust: \$2.75 M has been set aside for hotel/motel redevelopment on Route 28. Mr. Mudie asked if Yarmouth received a block grant, and Ms. Greene said we did receive a block grant, and that we were one of smallest entitlement communities in the country. Yarmouth has a housing finance consultant. Mr. Johnson-Staub clarified by saying that Yarmouth is not affiliated with the CDC, but has a Housing Trust, which cannot issue debt, but can buy and sell land. Yarmouth Gardens and Mill Pond Village were discussed.

Ms. Greene discussed the budget. There was a vacancy with the Economic Development Planner. There is a new Conservation Agent, Kelly Grant. Salaries are down, advertising, legal ads, printing, and supplies increased. The net decrease in the FY 17 budget is \$1,000. Hiring consultants is a big ticket item. This year an architect is employed working on Packet Landing, Ms. Greene said.

Tourism:

The Tourism Revenue Preservation Fund was established through Town meeting and special legislation. The level of funding is determined by formula: up to \$50,000, subject to appropriation, plus 25% of the difference between estimated rooms tax receipts and \$.585M plus 10% of the meals tax. This year Tourism received \$320,000, and it is estimated that Tourism will receive \$382,000 next year. These funds are used to pay for marketing. The Town has a contract with the Chamber of Commerce to do marketing. Tourism also funds special events, such as, the St. Patrick's Day Parade, the Seaside Festival, the Northeast Santa Convention, the Taylor Bray Farm Fall Festival, Summer Celebration Kick Off, Ice Cream Socials, Kite Flying Contests, and the Sand Castle Contest.

Twenty to forty percent of the Tourism funds are required to be spent on physical improvements. Signage for the exits on the highway directed by the CED (\$40,000), and Packet Landing (\$100,000) are two areas that will receive funding for physical improvements.

Tourism also spends funds for the salary of the Economic Development Planner. Half of this salary is paid by Tourism, and half of the salary is paid by the General Fund.

Mr. Ladley mentioned that the Golf division needed help with the marketing for their restaurants in marketing events and weddings. Ms. Greene said that the Chamber could work with the Golf division. Mr. Ladley also mentioned the need for free Wi-Fi at the beaches. Mr. Johnson-Staub said there was a capital request for Wi-Fi at the beaches for credit card transactions. Mr. Ladley asked that marketing questions be incorporated with the Wi-Fi login for individuals on the beach. Mr. Ladley suggested bumper stickers for the Town of Yarmouth, perhaps distributed through the motels.

The Tourism Fund is planning to print maps for the beaches. Ms. Greene said that the Yarmouth Chamber staffs the information booth on Route 6, and that Yarmouth has a sand sculpture there in the summer.

A concert venue for the drive-in site was suggested by Mr. Goldstein. Ms. Greene said that Tourism has been having discussions with a concert promoter, but that the site needs to be cleaned up. Mr. Goldstein said that "seed money" to do the cleanup is needed. Ms. Greene said the clean-up cost is about \$20,000/acre. Ms. Greene said that Flax Pond also needs to be promoted.

Ms. Greene said that the amount paid to the Chamber of Commerce ranges between \$125,000 and \$150,000 per year, and that currently her department is working on the new RFP. Things like stickers could be included in the RFP. Marketing is the biggest piece of the Tourism budget. Events are about \$100,000 per year. Marketing, events, physical improvements (20 to 40% of the Tourism Funds), and administration make up the Tourism budget.

MOTION: To recommend Article 17 for the Tourism Revenue Preservation Fund: **ARTICLE 17: To see if the Town will vote to appropriate \$382,250 to fund the Tourism Revenue Preservation Fund as authorized by Chapter 338 of the Acts of 2006 and to fund such appropriation transfer from available funds the sum of \$50,000 and to raise the sum of \$332,250.**

Motion by: Mr. Moylan

Seconded by: Mr. Mudie

Vote: 7-0-0

TOWN ADMINISTRATOR'S UPDATE:

Mr. Johnson-Staub gave an update on the contract for Interim Town Administrator.

Mr. Johnson-Staub reported that Snow & Ice was over budget at this point in time. DPW has additional resources (\$60,000). Independent contractors will be employed, but there is a bidding war between the towns on the Cape. Mr. Johnson-Staub said that the Town will be working hard on their relationships with these contractors. Spreaders for the new materials (mostly salt and liquefied materials) and one new snowplow/bobcat are capital improvements for Snow & Ice.

ADJOURN:

MOTION: Motion to adjourn at 7:50 p.m.

Motion by: Mr. Moylan

Seconded by: Mr. Mudie

Vote: 7-0-0

Respectfully submitted,

Grace E. Buckler

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Recording Secretary

Yarmouth Finance Committee