

On January 28, 2019, on a motion by Norm Weare, seconded by Stephen O'Neil, the committee voted 4-0-1 to approve these minutes.

Town of Yarmouth

**MINUTES OF THE COMMUNITY & ECONOMIC DEVELOPMENT
COMMITTEE MEETING OF
January 14, 2019**

The Yarmouth Community & Economic Development Committee held a Business Meeting at 10:00 a.m. on Monday, January 14, 2019 at the Yarmouth Town Hall, Hearing Room, located at 1146 Route 28, South Yarmouth, MA.

Committee Members Present: Peter Q. Smith, Norm Weare, Ken Smith, Mary Vilbon

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

Guests: Paul Cleary

YARMOUTH TOWN CLERK

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The meeting was opened by Peter Smith at 4:35 pm

1. Chamber of Commerce Presentation

Mary Vilbon, Executive Director for the Yarmouth Chamber of Commerce, reviewed the recent presentation the Chamber gave to the Board of Selectmen regarding their marketing contract with the town. She explained that their contract stipulates that they promote the town of Yarmouth through marketing/public relations, visitor services, and event coordination. Some examples of their marketing/public relations efforts include: redesigning their website, social media interaction, and participating in traditional and email marketing. The development of a concierge guide and the management of the Sand Sculpture Trail are two examples of the Chamber providing visitor services. Event Coordination the Chamber has been involved in include the Annual Cleanup Day, the Trolley Taste of Yarmouth tour, and the Yarmouth Port Christmas stroll.

Karen Greene, Director of Community Development, informed the Committee that there will be a new Request for Proposals (RFP) sent out by the town in February soliciting new proposals from organizations to market the town.

2. TRPF Budget Update/Votes

Karen Greene, Director of Community Development, presented the Tourism Revenue Preservation Fund budget to the Committee. She explained that there is \$310,273.60 in unallocated funds for 2020 that can be apportioned into categories by the Committee. Committee members agreed to wait to vote on any budget items until more members were present.

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3. Committee Member Updates

Norm Weare updated the Committee on the zoning articles that the Planning Board has prepared for upcoming Town Meeting. The zoning articles that are most relevant to the CEDC involve sign regulations and accessory dwelling units (ADUs). Committee members expressed an interest in discussing ADUs at their next meeting and asked town staff to invite Kathy Williams, Town Planner, to attend to answer questions.

4. Staff Updates

Town staff updated the Committee on the upcoming Board of Selectmen meeting where the PACE legislation will be reviewed. The meeting will be on 1/15 and Chairman Peter Smith will attend to introduce the program and Wendy O'Malley from Mass Development. Ms. O'Malley will give a presentation on PACE and the goal of the meeting is to have the Board of Selectmen make a motion to have Yarmouth opt-in to the PACE program.

Town staff also gave an update on ongoing physical improvement projects. Staff is currently working to gather materials to request bids for the fencing project at five locations in town. After reviewing the list of fencing locations the Committee decided to also pursue replacing the fencing at the front section of the Yarmouth Port Common. The Committee had previously decided to hold off on the project due to an upcoming Route 6A project, but it was decided that the front section of the fence (facing 6A) should be replaced ASAP.

The Committee also discussed the topic of the new short-term rental tax bill and town staff briefly reviewed the FAQs sheet provided by DOR and CCIAOR on the topic.

Town staff also gave an update on the Water Resource Advisory Committee and it was explained that the Committee will be starting an educational outreach process in the upcoming months.

5. Minutes for Review

The Committee reviewed draft minutes from their meeting on December 13, 2018.

Vote: On a motion from Ken Smith, seconded by Norm Weare, the Committee approved the minutes for December 13, 2018 by a vote of 4-0-0.

The Committee reviewed draft minutes from their meeting on December 14, 2018.

Vote: On a motion from Mary Vilbon, seconded by Ken Smith, the Committee approved the minutes for December 14, 2018 by a vote of 4-0-0.

6. Upcoming Meetings

The next relevant meeting is the January 15th, 2019 Selectmen meeting where the PACE program will be reviewed. The next CEDC meeting will take place on January 28th, 2019.

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7. Adjourn

On a motion from Mary Vilbon, seconded by Stephen O'Neil, the Committee voted 4-0 to adjourn at 6:22 pm

8. Documents provided:

- a. Agenda for the meeting
- b. Draft TRPF Budget
- c. DoR Short Term Rentals FAQs
- d. CCIAOR Short Term Rentals FAQs
- e. Draft Minutes from CEDC meeting on December 13, 2018
- f. Draft Minutes from CEDC meeting on December 14, 2018

Respectfully Submitted,
Kyle Pedicini, Community Development Office