

# Town of Yarmouth

Per M.G.L.: All town and school boards, committees, commissions, and authorities shall post a notice of every meeting at least 48 hours prior to such meeting, excluding Saturdays, Sundays, and legal holidays. Notice shall contain a listing of topics/agenda that the chair reasonably anticipates will be discussed at the meeting.

## Notice of Meeting

Name of committee, board, etc:	<b>Community &amp; Economic Development Committee (CEDC)</b>
Date of Meeting:	<b>March 25, 2019</b>
Time:	<b>4:30 p.m.</b>
Place:	<b>Room A Yarmouth Town Hall 1146 Route 28 South Yarmouth, MA 02664</b>

### Agenda

YARMOUTH TOWN CLERK

'19MAR21PM1:21 REC

1. RFP Marketing Review
2. Tourism Revenue Preservation Fund
  - o Budget/Votes
3. Committee Member Updates
4. Staff Updates
  - o Redevelopment Authorities
  - o Annual Town Meeting
  - o Fencing Project
5. Minutes for Review
  - o March 11, 2019
6. Upcoming Meetings
  - o Monday, April 8, 2019
7. Adjourn

Posted By (Name):	Kyle Pedicini
Signature:	<i>Kyle Pedicini</i>

*Copies of documents and other exhibits listed here may be found in the Department of Community Development at Yarmouth Town Hall.*

**2019 FINAL REPORT**

**Submitted: March 24, 2019**

1. **How many people attendance?** 4,000 at our peak around 4:00 P.M.
  - a. **How many were Yarmouth Residents** 30%
  - b. **How many were new to Yarmouth** 20%

Survey Cards have been submitted on line and will also provide a separate demographic listing by location.
2. **Was the event successful?** Yes – We learned a great deal from 2018 and we were able to cut back on the expenses to include making it a one-day event. When all our expenses are paid, we ended up with a profit which will assist to cover the previous losses. People appreciated having just one larger tent – 150' X 60' and we are already working on improvements for next year.
3. **What was the overall economic impact?** We would estimate over \$100K – We base this on people outside of Yarmouth that came in for the weekend and estimated Hotel Rooms along with Food & Beverage.
4. **What factors contributed to the overall success of the event?** Weather was the most important part as we dodged another Snow Storm. It was also word of mouth from people that attended last year. We provided everyone from last year the opportunity to receive up to 10 free tickets. We also did a mailing to all the local businesses with Free Tickets. Advanced Ticket sales were much greater than expected.
5. **How was the event marketed?** Social Media & Email Blast were our key drivers. Since we captured all the email addresses from 2018, It provided a great base to target.
6. **Did we partner with local businesses?** Yes, we partnered with The Irish Village to Split the cost of the 2 Trolley busses provided from 3:00 – 11:00 on Rte. 28. We also partnered with Captain Parkers and the Wydah Museum in the form of Advertising and Vendor Space at our event. Lastly, we provided free tickets to all the Yarmouth Hotels.
7. **The Most Successful Marketing** was “The Free Ticket Giveaways” from emails to the 2018 Attendee list and the good news is that our data base is now tripled.
8. **How Could Marketing Improve?** TBD – Since we were limited on our budget, the committee feels that we did a great job to stretch ever dollar to get the word out about the event.
9. **How Could the event execution improve?** We have 3 areas – 3 Times the amount of Porta Potties. The attendance was much more than expected and unfortunately the lines for the bathrooms were long. Also, we are going to add a dance floor to the front of the stage and looking to make the tent even bigger in 2020. Lastly, better communication with the Town Inspectors. They wanted everything set up by 2:00 on Friday which is very challenging but will do our best to accommodate.

**10. Do you intend to undertake any Future related Events?** – Yes – The Yarmouth Country Fest – July 20-21 – Old Yarmouth Drive In.

**11. Comments/Suggestions for Future Similar Events.** Working with Yarmouth on the recommended infrastructure such as Power, Water, Wi/Fi, Bathrooms, Permanent Stage. The Town Staff is wonderful and very accommodating

**12. Actual Expense Report** – Submitted.

**13. Copies Pictures** – We have a great deal of pictures saved to email to include pictures from the Yarmouth Police from up above.

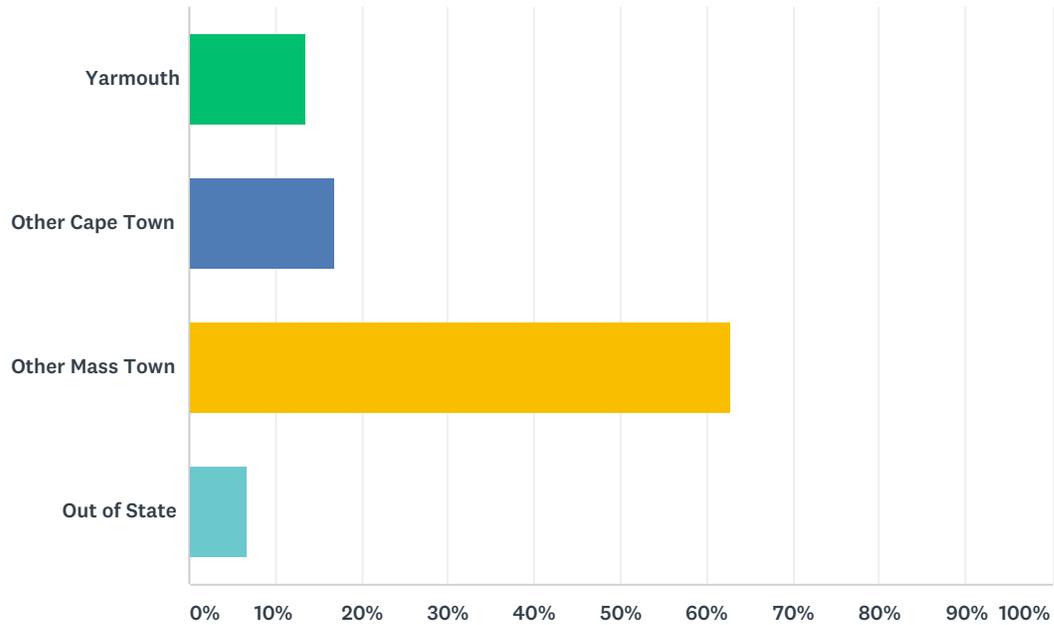
**Thank you**

**Pat McDonough**

**OFD Events LLC**

## Q1 Where are you from?

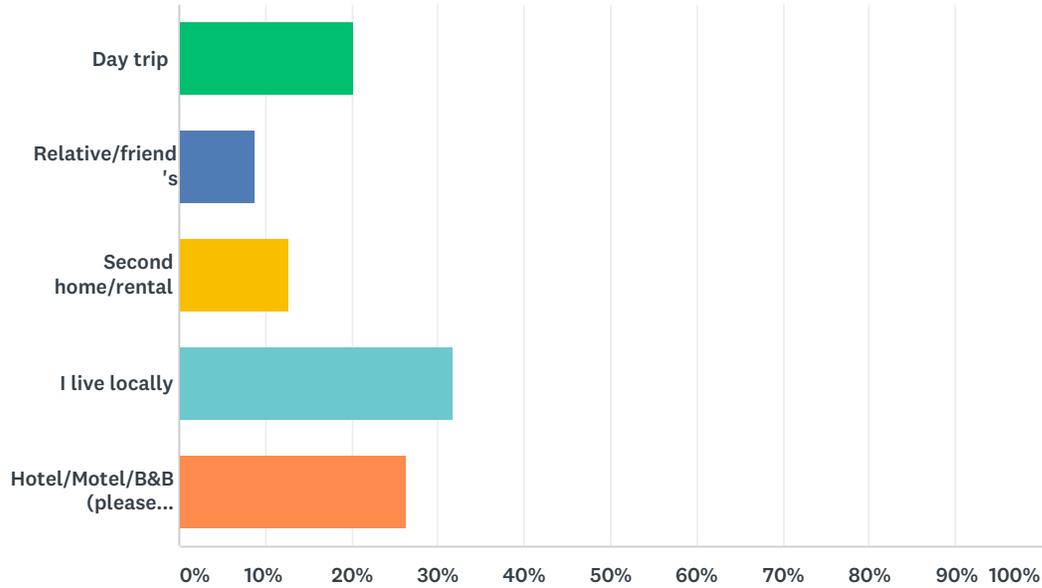
Answered: 148 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yarmouth	13.51%	20
Other Cape Town	16.89%	25
Other Mass Town	62.84%	93
Out of State	6.76%	10
TOTAL		148

## Q2 Where are you staying during your visit?

Answered: 148 Skipped: 0



ANSWER CHOICES	RESPONSES	
Day trip	20.27%	30
Relative/friend's	8.78%	13
Second home/rental	12.84%	19
I live locally	31.76%	47
Hotel/Motel/B&B (please specify)	26.35%	39
<b>TOTAL</b>		<b>148</b>

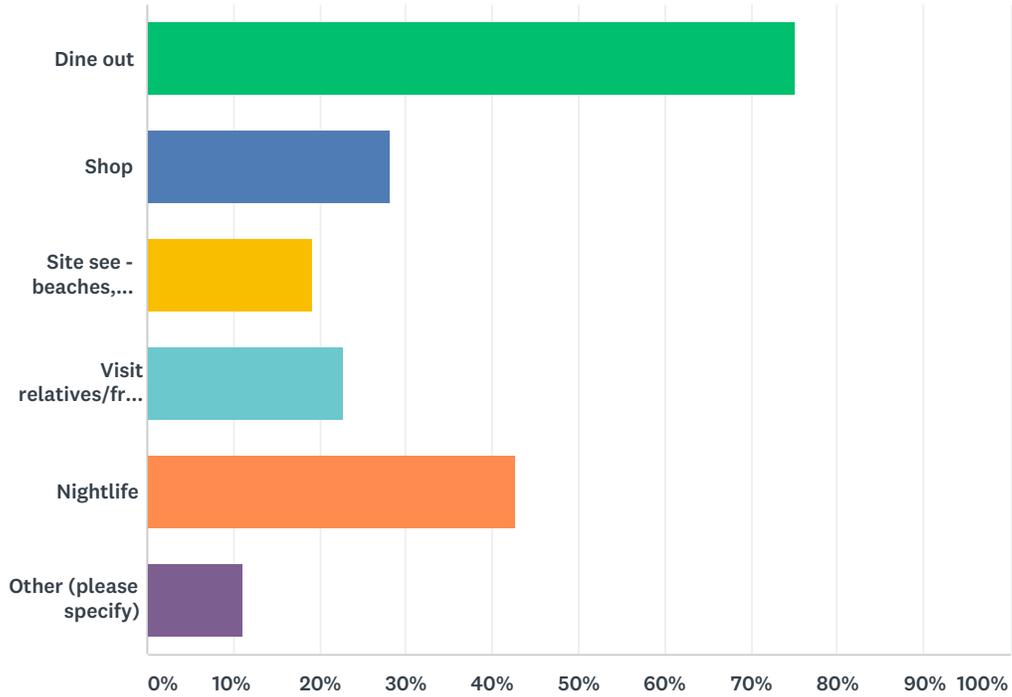
#	HOTEL/MOTEL/B&B (PLEASE SPECIFY)	DATE
1	Near By	3/24/2019 9:36 PM
2	Edgewater Beach Resort	3/22/2019 6:47 PM
3	Bayside Resort	3/22/2019 11:12 AM
4	Parents house	3/22/2019 8:31 AM
5	Ambassador Inn & Suites	3/22/2019 8:24 AM
6	Jolly Tree	3/22/2019 5:23 AM
7	Yarmouth Resort	3/22/2019 5:16 AM
8	Irish village	3/22/2019 4:22 AM
9	Irish village cove bayside	3/22/2019 1:28 AM
10	Blue Water	3/21/2019 9:50 PM
11	irish village	3/21/2019 9:39 PM
12	Ocean Club at Smugglers Beach	3/21/2019 9:33 PM
13	Cape cod Irish village	3/21/2019 9:32 PM

## 2019 Yarmouth Irish Festival Survey

14	Irish Village	3/21/2019 9:17 PM
15	The Cove	3/21/2019 9:14 PM
16	Irish Village	3/21/2019 9:04 PM
17	Mariner motor lodge	3/21/2019 8:58 PM
18	Mariner Motor Inn	3/21/2019 8:55 PM
19	Ambassador Inn	3/21/2019 8:49 PM
20	Hampton Inn	3/21/2019 8:42 PM
21	Holly Tree	3/21/2019 8:37 PM
22	The cove	3/21/2019 8:26 PM
23	hyannis harbor	3/21/2019 8:22 PM
24	Irish village	3/21/2019 8:22 PM
25	Bayside resort	3/21/2019 8:22 PM
26	Mariner motor lodge	3/21/2019 8:18 PM
27	Village	3/21/2019 8:17 PM
28	Irish Village	3/21/2019 8:16 PM
29	Bass River Motel.	3/21/2019 8:14 PM
30	Yarmouth Resort	3/21/2019 8:10 PM
31	Mariner	3/21/2019 8:06 PM
32	Bayside Resort	3/21/2019 8:06 PM
33	Irish village	3/21/2019 8:06 PM
34	Bayside Resort	3/21/2019 8:03 PM
35	The Cove	3/21/2019 8:03 PM
36	Yarmouth resort	3/21/2019 8:02 PM
37	Irish village	3/21/2019 8:02 PM
38	The Mariner	3/21/2019 8:01 PM
39	The Cove	3/21/2019 7:45 PM

### Q3 What else are you going to do today/during your visit?

Answered: 145 Skipped: 3



ANSWER CHOICES	RESPONSES
Dine out	75.17% 109
Shop	28.28% 41
Site see - beaches, attractions, etc.	19.31% 28
Visit relatives/friends	22.76% 33
Nightlife	42.76% 62
Other (please specify)	11.03% 16
Total Respondents: 145	

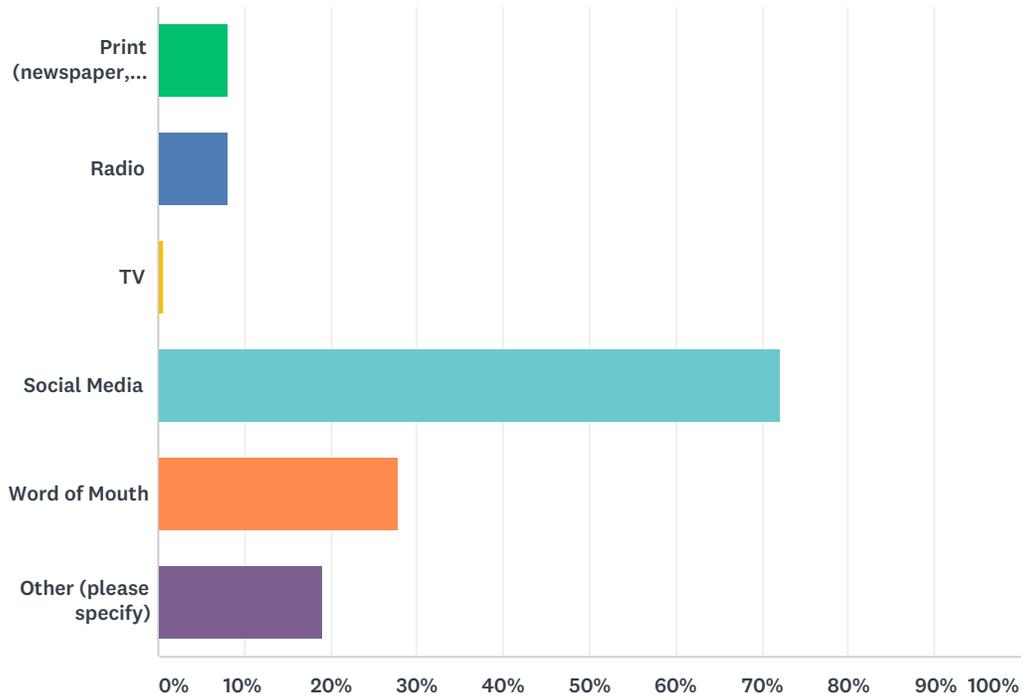
#	OTHER (PLEASE SPECIFY)	DATE
1	Just enjoy the festival ☐☐	3/22/2019 7:16 PM
2	Elope 😊	3/22/2019 6:47 PM
3	Watch and listen to the bands. And have a Guinness or two! Soooo fun!	3/22/2019 12:22 PM
4	Parade	3/22/2019 6:38 AM
5	Year-Rounders Fest in Ptown	3/22/2019 12:12 AM
6	Parade	3/21/2019 9:32 PM
7	parade ....festival ....then home	3/21/2019 9:18 PM
8	Yarmouth parade	3/21/2019 9:00 PM
9	Pubs	3/21/2019 9:00 PM

## 2019 Yarmouth Irish Festival Survey

10	Irish Festival	3/21/2019 8:37 PM
11	Work	3/21/2019 8:29 PM
12	Bar hop	3/21/2019 8:23 PM
13	Catch up with friends	3/21/2019 8:17 PM
14	Nothing	3/21/2019 8:07 PM
15	Just the festival	3/21/2019 7:58 PM
16	Captain Parkers - Irish Village	3/21/2019 7:45 PM

## Q4 How did you hear about this event?

Answered: 147 Skipped: 1



ANSWER CHOICES	RESPONSES	
Print (newspaper, magazine, flyer)	8.16%	12
Radio	8.16%	12
TV	0.68%	1
Social Media	72.11%	106
Word of Mouth	27.89%	41
Other (please specify)	19.05%	28
Total Respondents: 147		

#	OTHER (PLEASE SPECIFY)	DATE
1	Attended last year	3/24/2019 9:36 PM
2	The amazing John Costello	3/22/2019 7:16 PM
3	I was invited by you.	3/22/2019 1:39 PM
4	email i received	3/22/2019 10:56 AM
5	Paper	3/22/2019 8:31 AM
6	and I received an email	3/22/2019 6:12 AM
7	Email	3/22/2019 3:48 AM
8	Wish Irish bars in Falmouth (Liam Maguires) were promoting the parade.	3/22/2019 12:34 AM
9	Last year	3/21/2019 9:32 PM

## 2019 Yarmouth Irish Festival Survey

10	No the event planner	3/21/2019 9:32 PM
11	Email from Patrick	3/21/2019 9:14 PM
12	Yarmouth chamber	3/21/2019 9:06 PM
13	Internet	3/21/2019 9:01 PM
14	Email	3/21/2019 9:00 PM
15	Went last year	3/21/2019 8:55 PM
16	Facebook	3/21/2019 8:42 PM
17	In	3/21/2019 8:42 PM
18	Went first year	3/21/2019 8:41 PM
19	work	3/21/2019 8:41 PM
20	Last year, giant sign on 28	3/21/2019 8:23 PM
21	My friend Lisa	3/21/2019 8:22 PM
22	Previous attendee	3/21/2019 8:18 PM
23	Returning year after year	3/21/2019 8:17 PM
24	Facebook	3/21/2019 8:14 PM
25	I went last year !	3/21/2019 8:04 PM
26	I go every year	3/21/2019 8:02 PM
27	John Fallon	3/21/2019 8:02 PM
28	Organizer	3/21/2019 7:45 PM

On xx, on a motion by xx, seconded by xx, the committee voted xx to approve these minutes.

## Town of Yarmouth

### MINUTES OF THE COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE MEETING OF March 11, 2019

The Yarmouth Community & Economic Development Committee held a Business Meeting at 4:30 p.m. on Monday, March 11, 2019 at the Yarmouth Town Hall, Room A, located at 1146 Route 28, South Yarmouth, MA.

**Committee Members Present:** Ken Smith, Norm Weare, Mary Vilbon, Stephen O'Neil, Ryan Castle (arrived at 4:35pm)

**Staff:** Kyle Pedicini, Economic Development Coordinator; Dave Carlson, Supervisor Parks & Cemetery

**Guests:**

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

#### **1. Tourism Revenue Preservation Fund**

Dave Carlson, Supervisor for Parks & Cemetery, presented the request for funding to replace three beach signs in town. Mr. Carlson explained that the signs were rotted and the town would like to replace them before summer. Committee members discussed the premise of keeping town signs consistent in color/style for branding purposes, and asked if the beach signs could be the same color/design as the existing Gateway signs. Mr. Carlson indicated that the signs could be painted to whatever color the Committee preferred. Committee members expressed their preference to have the signs have a white background and have the same color lettering as on the Gateway Signs. It was mentioned that the changing on colors/design may change the total cost for the project, in which case Mr. Carlson will return to the Committee to request additional funding.

**Vote:** On a motion from Ryan Castle, seconded by Norm Weare, the Committee approved the request for \$2,475.00 for the replacement of three beach signs by a vote of 5-0 with a condition. **Condition:** Parks Department will work with the Yarmouth Chamber of Commerce on the color/design of the signs.

#### **2. CECD Memo to the Board of Health**

Committee members discussed the recent CECD memo written to oppose to proposed expansion of tobacco regulations by the Board of Health. Members reiterated their preference to see the Board of Health focus on education of the issue as opposed to banning legal products.

On xx, on a motion by xx, seconded by xx, the committee voted xx to approve these minutes.

**3. Town Fees for Special Events**

The Committee discussed the topic of town fees for special events. Members expressed displeasure with escalating town fees regarding special events and were especially uncomfortable funding special events that would then use the funding to pay town fees. The Committee asked town staff to invite Dan Knapik, Town Administrator, to a future meeting to discuss the issue and whether there are any potential solutions to the problem.

**4. Committee Member Updates**

Ken Smith updated the Committee on recent presentations he has been giving to the public regarding the new short term rental tax. Norm Weare updated the Committee on recent Planning Board activity, and stated that the proposed boat storage zoning article has been withdrawn after feedback from Selectmen and the public.

**5. Staff Updates**

Town staff presented a proposal for the Committee to provide half of the funding for a new joint plaque at Packet Landing which would indicate that the property was restored with CPA and Tourism Funds. The funding would come out of the supplies category of the tourism funds and Committee members indicated they were comfortable with the request.

**6. Minutes for Review**

The Committee reviewed draft minutes from their meeting on February 25, 2019.

**Vote:** On a motion from Norm Weare, seconded by Stephen O'Neil, the Committee approved the minutes for February 25, 2019 by a vote of 5-0.

**7. Adjourn**

On a motion from Mary Vilbon, seconded by Stephen O'Neil, the Committee voted 5-0 to adjourn at 5:31 pm

**8. Documents provided:**

- a. Agenda for the meeting
- b. Tourism Revenue Preservation Fund Budget
- c. Physical Improvement Request for Beach signage
- d. CEDC Memo to the Board of Health
- e. Town fees package
- f. Draft Minutes from CEDC meeting on February 25, 2019

Respectfully Submitted,  
Kyle Pedicini, Community Development Office