

On November 12, 2019, on a motion by Ryan Castle, seconded by Stephen O'Neil, the committee voted 5-0 to approve these minutes.

Town of Yarmouth

MINUTES OF THE COMMUNITY & ECONOMIC DEVELOPMENT
COMMITTEE MEETING OF
November 4, 2019

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

Committee Members Present: Peter Smith, Mary Vilbon, Jack McCormack, Ken Smith, Stephen O'Neil, Joanne Crowley (arrived at 5pm)

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

YARMOUTH TOWN CLERK

Guests: Joyce Flynn and Steve Krintzman, Energy Committee; Tom Nickinello

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

1. Solarize Mass Plus Program

Joyce Flynn and Steve Krintzman of the Yarmouth Energy Committee presented the *Solarize Mass Plus* grant program to the committee. Ms. Flynn explained that they are applying for a grant that could award \$13,000 in marketing funds which would allow the Town to publicize the Solarize Mass Plus program to its residents and businesses. A letter of support was requested from the CEDC, as it was noted that having community partners on board with this program would enhance the grant application's chances of success. It was noted that if this grant was awarded the CEDC could assist in promoting this program to the town's business community.

Vote: On a motion from Mary Vilbon, seconded by Stephen O'Neil, the Committee voted to become a community partner in support the Yarmouth Solarize Plus 2020 program, by a vote of 5-0.

2. Tourism Revenue Preservation Fund

Kyle Pedicini, Economic Development Coordinator, presented the committee with an updated Tourism Revenue Preservation Fund budget. It was noted that the committee has \$131,013.33 available in unallocated funding and had \$93,480.45 available for physical improvements.

The committee reviewed a list of physical improvement projects that were previously allocated and had a remaining balance left over. The committee discussed whether or not to leave these balances in case of a future project or to return the balance to the physical

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improvement fund. The \$27,675.00 available in gateway signage was decided to be returned, with the caveat that the Town will look into installing gateway signage at Seaview Avenue and Packet Landing in the future.

Vote: On a motion from Jack McCormack, seconded by Mary Vilbon, the Committee voted to re-allocate the \$27,675.00 available for gateway signage to the physical improvement fund, by a vote of 6-0.

The \$10,370.00 available in packet landing capital improvements was also examined, and it was determined that those funds could also be returned to the physical improvement fund.

Vote: On a motion from Jack McCormack, seconded by Mary Vilbon, the Committee voted to re-allocate the \$10,370.00 available for packet landing capital improvements to the physical improvement fund, by a vote of 6-0.

The Committee also agreed to return the balance of the 2019 Beautification Team fund, as no more beautification team work was expected.

Vote: On a motion from Jack McCormack, seconded by Mary Vilbon, the Committee voted to re-allocate the \$9,887.10 available for the 2019 Beautification Team to the physical improvement fund, by a vote of 6-0.

Karen Greene, Director of Community Development, also explained that an email was recently sent out to the town department heads requesting any physical improvement project requests that the CEDC could examine possibly funding. Those requests will be ready for the committee to review in a couple of weeks.

The Committee then discussed the results of the 2019 Special Events Program and began to plan for the 2020 Special Events Program. Ken Smith suggested that the committee could eliminate giving out grants for special events and could utilize those funds in other ways, such as more physical improvement projects. Committee members also discussed the possibility of limiting grant applicants to non-profit organizations only, but it was ultimately decided against that as members wanted to judge events based on its impact on the community rather than whether or not it was making a profit. Town staff suggested the possibility of capping the amount of an award one event could receive or placing a hard cap on the amount of money allocated for total event funding (last year ~\$41,000 was allocated on top of the original \$100,000 allocated for Special Events). The Committee agreed to place a hard cap on the total amount of funding allocated for Special Events (\$100,000.00) but did not place any caps on awards for individual events.

Vote: On a motion from Jack McCormack, seconded by Ken Smith, the Committee voted to allocate up to \$100,000 from unallocated to Projects and Events, by a vote of 5-0.

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The Committee also discussed the Roadway Banners project, and it was noted that a revised quote was received from Simple Signs. Town staff noted that they were still working through procurement issues and receiving permission from Eversource for the project. The CEDC expressed support for the project if the cost remained under \$10,000.00.

Vote: On a motion from Ken Smith, seconded by Stephen O'Neill, the Committee voted to proceed with the roadway banner project if the total cost for the project remains under \$10,000.00, by a vote of 6-0.

Ken Smith left the meeting room at 5:45pm

3. Possible Steps on Yarmouth Port Common Discussion

Peter Smith explained that architects on the Yarmouth New Church Board of Director have offered their services pro bono to design steps across the street from the Yarmouth New Church that would lead to Yarmouth Port Commons. Mr. Smith asked if the CEDC would be interested in funding the installation of the steps as a physical improvement project. The CEDC indicated that they would be interested, and town staff directed Mr. Smith to have the architects contact the Town engineer for further guidance.

4. Committee Member Updates

Joanne Crowley noted that the Planning Board recently had their proposed Zoning changes approved at Town Meeting and that the Capital Budget Committee was currently reviewing requests for funding from department heads for various projects.

5. Staff Updates

Kyle Pedicini updated the Committee on various projects. He noted that there was a post on the Town' social media from the CEDC thanking the beautification team for all their hard work over the summer, which was positively received. It was also noted that town staff was currently working with the Cape Cod Commission to apply for an EDA grant for wastewater infrastructure in Yarmouth. The Route 6A Common fencing was also discussed, and it was noted that Dick Court, Yarmouth's Facilities Manager, would be repairing the fence within the next week.

6. Minutes for Review

The Committee reviewed draft minutes from their meeting on October 10, 2019.

Vote: On a motion from Mary Vilbon, seconded by Jack McCormack, the Committee approved the minutes for October 10, 2019 by a vote of 3-0-1.

7. Upcoming Meetings

The next CEDC meeting will take place on Tuesday, November 12th, and the committee will be discussing the broadband project. There will also be a meeting on Monday, November 18th, as the CEDC will host a public information session for the Special Events

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program.

8. Adjourn

On a motion from Mary Vilbon, seconded by Jack McCormack, the Committee voted 5-0 to adjourn at 6:06 pm.

9. Documents provided:

- a. Agenda for the meeting
- b. TRPF Budget Update
- c. *Solarize Mass Plus* Information
- d. 2019 Special Events Information
- e. Proposed CEDC Schedule for the Remainder of 2019
- f. Draft Minutes from CEDC meeting on October 10, 2019

Respectfully Submitted,
Kyle Pedicini, Community Development Office