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Town of Yarmouth

**MINUTES OF THE COMMUNITY & ECONOMIC DEVELOPMENT
COMMITTEE MEETING OF
November 12, 2019**

The Yarmouth Community & Economic Development Committee held a Business Meeting at 4:30 p.m. on Tuesday, **November 12, 2019** at the Yarmouth Town Hall, Hearing Room, located at 1146 Route 28, South Yarmouth, MA.

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

Staff: Kyle Pedicini, Economic Development Coordinator

Guests: Tom Nickinello

YARMOUTH TOWN CLERK

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

1. Broadband Business Surveys Discussion

Kyle Pedicini, Economic Development Coordinator, presented the topic of broadband business surveys to the committee. He explained that the committee received a draft survey from CTC Technology as a part of their recent contracted project with them, and the CEDC must now decide if/how to distribute the survey. Mr. Pedicini also suggested that the Town will be releasing various other surveys in the upcoming months, such as one for visioning, and asked if the committee wanted to combine this survey into a more encompassing one for the business community. Committee members agreed it would be best to keep this broadband survey separate from any other survey. Committee members suggested distributing the survey by email to businesses, with targeted in-person visits to ensure the Town receives responses from important stakeholders.

Tom Nickinello, resident and business owner, suggested that the committee could potentially hold a public hearing sometime in March to promote these surveys and the topic of broadband in general. CEDC members were receptive to this idea, and agreed to explore that option in the future.

In terms of the content of the surveys, the CEDC agreed that it was important to receive feedback from OpenCape on the survey questions before finalizing them. The goal of the surveys is to collect enough information so that the Town could potentially work with OpenCape to develop a commercial broadband project that would be viable for Yarmouth's business owners. With this in mind, it was determined that it was important to make sure that the necessary information to potentially develop this project is

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obtained through these surveys.

2. Tourism Revenue Preservation Fund

Kyle Pedicini presented an updated Tourism Revenue Preservation Fund budget. It was explained that the committee has \$31,013.33 available in unallocated funding and \$141,412.55 available for physical improvements.

The roadway banner project was discussed, and Mary Vilbon noted that a Chamber of Commerce member has agreed to donate the initial installation of the banners, with the future changeovers of the banners billed to the Yarmouth Chamber of Commerce through their marketing contract with the Town. It was noted that the CEDC would still need to fund the purchase of the banners/hardware and police details for installation. The cost for those items is \$6,935.21. Mr. Pedicini also noted that Eversource recently indicated that one of the poles that was requested to hang a banner on in the Four Corners Area was not approved, so the committee discussed the locations of the related banners in that area. It was decided that Mary Vilbon would visit the sites of the banners and determine which banner placements would make the most sense in that area from an aesthetic perspective.

Vote: On a motion from Ryan Castle, seconded by Stephen O'Neil, the Committee voted to allocate \$7,000.00 from the physical improvement fund for the purchase of banners, banner hardware, and police details for banner installation, by a vote of 4-0-1. (Mary Vilbon abstained)

3. Committee Member Updates

Mary Vilbon noted that the recent Trolley Tour Taste of Yarmouth was a great success, as it was sold out within 24 hours of going on sale. The Chamber will also be hosting the upcoming Yarmouth Port Christmas Stroll in December.

Ryan Castle noted that the Cape and Islands Association of Realtors would be hosting an Opportunity Zone informational meeting/workshop on December 2nd for real estate professionals and investors.

4. Staff Updates

Kyle Pedicini reminded the committee of the Opportunity Zone event occurring in Boston this Friday, 11/15. He also explained that the Tourism Grant Program has been publicized in *The Register* and he asked if the committee members thought it should be shared on social media as well. Members agreed that it should so Mr. Pedicini indicated that he would post notices of the grant program on the Town's Facebook and Twitter.

5. Minutes for Review

The Committee reviewed draft minutes from their meeting on November 4, 2019.

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Vote: On a motion from Ryan Castle, seconded by Stephen O'Neil, the Committee approved the minutes for November 4, 2019 by a vote of 5-0.

6. Upcoming Meetings

The next CEDC meeting will take on Monday, November 18th, as the CEDC will host a public information session for the Special Events program. Committee members also agreed to discuss the schedule of CEDC meetings in 2020 at that meeting.

7. Adjourn

On a motion from Mary Vilbon, seconded by Stephen O'Neil, the Committee voted 5-0 to adjourn at 5:10 pm.

8. Documents provided:

- a. Agenda for the meeting
- b. TRPF Budget Update
- c. Draft Broadband Business Survey
- d. Banner Information
- e. Draft Minutes from CEDC meeting on November 4, 2019

Respectfully Submitted,
Kyle Pedicini, Community Development Office