

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:	Community & Economic Development Committee (CEDC)
Date of Meeting:	November 12, 2019
Time:	4:30 p.m.
Place:	Hearing Room Yarmouth Town Hall 1146 Route 28 South Yarmouth, MA 02664

Agenda

1. Broadband Business Surveys Discussion and Possible Vote
2. Tourism Revenue Preservation Fund
 - o Budget Update/Possible Votes
 - o Banner Discussion
3. Committee Member Updates
4. Staff Updates
5. Minutes for Review
 - o November 4, 2019
6. Upcoming Meetings
 - o November 18, 2019
7. Adjourn

YARMOUTH TOWN CLERK
'19NOV7PM2:36 REC

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.

Appendix C: Connectivity Use Survey for Businesses

Connectivity Use Survey for Businesses

Town of Yarmouth, Massachusetts

September 2019

Dear Yarmouth Business,

The Town of Yarmouth is committed to ensuring that members of our business community have broadband access to support growth and continued success. The Town is sending you this survey as part of its research into how businesses access and use data connection services, including the internet.

The information gathered will not be used to sell you anything. It will not be used for any purpose other than to inform the Town's understanding of businesses' use of connectivity services and to explore strategies to improve accessibility and affordability in Yarmouth.

We understand that, as a business owner, your time is precious. This survey will take approximately 10 to 15 minutes to complete. It should be completed by the person who makes purchasing decisions for your businesses' use of internet services.

If you have any questions regarding this survey, please contact _____.

Thank you!

Information About Your Business

The following questions will help describe the total group of survey respondents. Your individual information will not be reported separately – it will be reported only as a part of a larger group to help ensure that the respondents are a representative sample of Yarmouth businesses.

1. How many employees does your business employ in Yarmouth?

- 1 to 4
- 5 to 9
- 10 to 19
- 20 to 49
- 50 to 99
- 100 to 249
- 250 to 499
- 500 or more

2. How many total locations does your business have in Yarmouth?

- 1
- 2
- 3
- 4
- 5 or more

3. Does your business own or lease its Yarmouth location(s)?

- Lease
- Own
- Combination of lease and own

4. Do your Yarmouth location(s) share space with other, unrelated businesses (e.g., in an office building)?

- Yes
- No
- Other (please specify) _____

5. How many personal computers or terminals do you have at your Yarmouth location(s)?

- None
- 1 to 4
- 5 to 9
- 10 to 19
- 20 to 49
- 50 or more
- Don't know

6. What is the ANNUAL telecommunications (voice, video, and data) expense for your business?

- Less than \$499 per year
- \$500 to \$999 per year
- \$1,000 to \$2,499 per year
- \$2,500 to \$4,999 per year
- \$5,000 to \$9,999 per year
- \$10,000 to \$49,999 per year
- \$50,000 or more per year

Business Use of Data Transport and Other Connectivity Services

7. What connectivity services do you use at your PRIMARY business location? (✓ all that apply)

- Data
- Internet
- Telephone
- Video conferencing
- Other (Please Specify) _____

8. Does your business use data transport and other connectivity services on a day-to-day basis to transfer data to other locations or organizations?

- Yes – to locations in Yarmouth only
- Yes – to locations outside Yarmouth only
- Yes – to locations both inside and outside Yarmouth
- No

9. Do you have a contract with an internet service provider (ISP) or telecommunications provider for data connectivity services?

- Yes – Please continue to **Question 10**
- No – Please skip to **Question 11**

10. Approximately how many months remain on your existing contract with your ISP?

- 1-3
- 4-6
- 7-9
- 10-12
- 13-18
- 19-24
- More than 24
- Don't know

11. Where are decisions about connectivity services made in your organization?

- Within Yarmouth (local)
- Outside of Yarmouth (non-local)
- A combination of local and non-local
- Don't know

Business Internet Connection and Use

12. What do you use for your PRIMARY internet connection? (Please indicate the way the building/office is connected to the internet, not the internal Wi-Fi wireless or internal building cabling.)

- Cable modem (Comcast/Xfinity)
- DSL (Digital Subscriber Line)
- Fiber service (OpenCape)
- Fractional T1 or full T1
- Metro Ethernet
- Satellite
- Telephone line (dedicated dial-up or share with voice line)
- Wireless
- Don't know
- Do not have an internet connection **Please skip to Question 20**
- Other (Please Specify) _____

13. Do you use a backup or secondary connection? If so, what type?

- Cable modem (Comcast/Xfinity)
- DSL (Digital Subscriber Line)
- Fiber service (OpenCape)
- Fractional T1 or Full T1
- Metro Ethernet
- Satellite
- Telephone Line (dedicated Dial-Up or share with voice line)
- Wireless
- Other (Please Specify) _____
- Don't know
- Not applicable – no backup or secondary connection

14. Would you say your internet connection speed is:

- Fast enough for your needs
- Not bad but not quite fast enough for your needs
- Fairly slow and you would like to be connected at much higher speeds
- Very slow and you would like to be connected at much higher speed
- Don't know

15. Are you aware of the potential availability of fiber optic broadband services from a provider called OpenCape?

- Yes
- No

16. How IMPORTANT are the following aspects of your business internet service? *(please circle your response for each aspect, where 1=Not at all important, 2=Slightly important, 3=Moderately important, 4=Very important, 5=Extremely important)*

Aspect	Not at All Important					Extremely Important				
	1	2	3	4	5	1	2	3	4	5
(a) Speed of connection	1	2	3	4	5	1	2	3	4	5
(b) Reliability of connection (up time)	1	2	3	4	5	1	2	3	4	5
(c) Price of services	1	2	3	4	5	1	2	3	4	5
(d) Technical support service	1	2	3	4	5	1	2	3	4	5
(e) Overall customer service	1	2	3	4	5	1	2	3	4	5

17. How SATISFIED are you with the following aspects of your current business internet service? *(please circle your response for each aspect, where 1=Not at all satisfied, 2=Slightly satisfied, 3=Moderately satisfied, 4=Very satisfied, 5=Extremely satisfied)*

Aspect	Not at All Satisfied					Extremely Satisfied				
	1	2	3	4	5	1	2	3	4	5
(a) Speed of connection	1	2	3	4	5	1	2	3	4	5
(b) Reliability of connection	1	2	3	4	5	1	2	3	4	5
(c) Price of services	1	2	3	4	5	1	2	3	4	5
(d) Technical support service	1	2	3	4	5	1	2	3	4	5
(e) Overall customer service	1	2	3	4	5	1	2	3	4	5

18. Approximately how much do you pay PER MONTH for internet service at your primary location? (Do not include charges for telephone lines, data circuit, etc.)

- Less than \$25
- \$25 to \$49
- \$50 to \$99
- \$100 to \$149
- \$150 to \$199
- \$200 to \$299
- \$300 to \$499
- \$500 to \$749
- \$750 to \$999
- \$1,000 or more
- Don't Know

19. Please indicate how willing you would be to pay for access to 1 Gbps carrier-grade Ethernet transport and internet access service. (A carrier-grade service provides service level agreements that offer a level of reliability and stability that far exceeds consumer-grade products.) *(please circle your response at each price level, where 1=Not at all willing, 2=Slightly willing, 3=Moderately willing, 4=Very willing, 5=Extremely willing)*

Monthly Price	Not at All Willing			Extremely Willing	
	1	2	3	4	5
(a) \$250 per month	1	2	3	4	5
(b) \$500 per month	1	2	3	4	5
(c) \$750 per month	1	2	3	4	5
(d) \$1,000 per month	1	2	3	4	5
(e) \$1,250 per month	1	2	3	4	5

20. What would be the maximum one-time fee that you would be willing to pay for access to 1 Gbps?

- Less than \$500
- \$500
- \$750
- \$1,000
- \$1,500
- \$2,500
- \$5,000
- More than \$5,000

21. Please indicate how willing you would be to pay for access to 1 Gbps consumer-grade internet access service (10 to 20 times faster than a cable modem). *(please circle your response at each price level, where 1=Not at all willing, 2=Slightly willing, 3=Moderately willing, 4=Very willing, 5=Extremely willing)*

Monthly Price	Not at All Willing					Extremely Willing
	1	2	3	4	5	
(f) \$50 per month	1	2	3	4	5	
(g) \$70 per month	1	2	3	4	5	
(h) \$90 per month	1	2	3	4	5	
(i) \$110 per month	1	2	3	4	5	
(j) \$130 per month	1	2	3	4	5	

Role of the Town of Yarmouth

22. Using a scale of 1 to 5, where 1 is Strongly Disagree and 5 is Strongly Agree, please indicate to what degree you believe that the Town of Yarmouth should do the following:

(please circle your response for each statement, where 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree)

Aspect	<i>Strongly Disagree</i>			<i>Strongly Agree</i>	
(a) Help provide communications for local nonprofit organizations	1	2	3	4	5
(b) Help ensure that all businesses have access to competitively priced broadband internet services	1	2	3	4	5
(c) Lease existing fiber assets to private Internet providers	1	2	3	4	5
(d) Offer internet services directly to local businesses	1	2	3	4	5

23. Please provide any other comments or thoughts related to access and the use of data connection services.

Order Confirmation

Date	Estimate #
2/6/2019	14632

Bill To
Yarmouth Chamber of Commerce Mary Vilbon 424 Route 28 West Yarmouth, MA 02673

Ship To
Yarmouth Chamber of Commerce Mary Vilbon 424 Route 28 West Yarmouth, MA 02673 (508) 778-1008

P.O. No.	Terms	Need By	Rep
	Net	3/1/2019	MD

Description	Qty	Rate	Total
Qty: (7) Digital Banners Custom (Boat)- 28"x 60"; ;Mainstreet Fabric: 2-sides; 3.25"pockets top & bottom; 4 grommets; Clear Coat	7	148.00	1,036.00T
Qty: (8) Digital Banners Custom (Beach)- 28"x 60"; ;Mainstreet Fabric: 2-sides; 3.25"pockets top & bottom; 4 grommets; Clear Coat	8	148.00	1,184.00T
Qty: (15) 30" Spring Load Bracket System	15	130.00	1,950.00T
Shipping and Handling	1	105.21	105.21
Customer is responsible for noting any damage, perceived damage, or missing items at the time of delivery - clearly detailing on the delivery receipt from the carrier. You must immediately notify Downtown Decorations within 24 hrs. of delivery at (877) 369-6332. If the shipping cartons appear damaged, immediately open the cartons to inspect the contents to check for damage while the driver is on premises. DO NOT REFUSE THE SHIPMENT. Downtown Decorations is not liable for damage or missing items not noted on the delivery receipt.		0.00	0.00T
Pricing subject to change after 30 days		0.00	0.00T

Please sign and return to execute order	Subtotal	\$4,275.21
Payment methods accepted are Visa and MasterCard. Downtown Decorations, Inc. will impose a 3% surcharge on all credit card amounts of \$3,000.00 or more.	Sales Tax (0.0%)	\$0.00
	Total	\$4,275.21

Signature & Date _____

Phone #	Fax #	E-mail	Web Site
877-369-6332	315-432-1948	clarosa@downtowndecorations.com	www.downtowndecorations.com

Roadway Banner Project Cost Information

Scenario 1: CEDC Transfers \$2,000 additional funds to marketing

Project Component	Cost
Spring Banners and Hardware <i>(Downtown Decorations)</i>	\$4,275.21
Fall Banners <i>(Downtown Decorations)</i>	\$2,220.00
Initial Banner Installation <i>(Simple Signs)</i>	Donated (\$0)
Police Detail For Banner Installation (8 hours)	\$440.00
Banner Swap Outs (total for fall and spring) <i>(Simple Signs)</i>	\$2,000.00
Police Detail for Banner Swap Out (8 hours)	\$440.00
Total Banner Project Cost in 1st Year	\$9,375.21
Annual Project Cost Going Forward	\$2,880.00 (+ any cost of additional banner replacements @\$150 per banner)

Annual project cost going forward: Two banner swaps per year in spring and fall
 $\$2,000 + (2 \times \$440.00) = \$2,880.00$

Roadway Banner Project Cost Information

Scenario 2: Chamber re-evaluates marketing costs in a few months and re-apportions unused funds for banners swap outs

Project Component	Cost
Spring Banners and Hardware <i>(Downtown Decorations)</i>	\$4,275.21
Fall Banners <i>(Downtown Decorations)</i>	\$2,220.00
Initial Banner Installation <i>(Simple Signs)</i>	Donated (\$0)
Police Detail For Banner Installation (8 hours)	\$440.00
Banner Swap Outs (total for fall and spring) <i>(Simple Signs)</i> *Paid out of marketing contract, no additional funds required	\$2,000.00*
Police Detail for Banner Swap Out (8 hours)	\$440.00
Total Banner Project Cost in 1st Year	\$7,375.21
Annual Project Cost Going Forward	\$880.00 (+ any cost of additional banner replacements @\$150 per banner)

Annual project cost going forward: Two banner swaps per year in spring and fall
(2 x \$440.00) = \$880.00

Banner Attachment License

At the request of the Town of Yarmouth (the "Town"), NSTAR Electric Company d/b/a Eversource Energy (the "Company") hereby grants permission to the Town to affix decorative banners, 28" x 60" in size on eleven (10) utility poles (one banner per pole), located on or along the following poles in Yarmouth, Massachusetts:

In the 'Four Corners Area':

- 240 S
- 37-239
- 27/1 S
- 37-242

In the area around the Yarmouth Chamber of Commerce:

- 37-79S
- 37-79
- 206-1A
- 206-2A
- 37-81
- 37-82

In consideration of such permission, the Town hereby releases, discharges, and, to the extent permitted by law, will defend and hold harmless the Company from all actions, suits, claims, damages, losses, costs and liability whatsoever that the Company may hereafter incur or suffer, whether sounding in tort or otherwise, and that arise out of, or result from any actions related to the affixing, maintenance, presence, or removal of such banners by the Town, or on its behalf, or by reason of the proximity of such postings to the facilities of other parties attached to such utility poles.

Such banner attachments shall be permitted from April 2020 until December 2025, and shall thereafter be removed from the utility poles and properly disposed by the Town. The Company makes no representation or warranty as to the suitability of the poles for such attachments, or the condition of the poles, or any attachments thereto. This permission shall in no way affect or diminish the Company's right and ability to use its poles in the normal course of its business.

Executed as a sealed instrument by duly authorized representatives as of the 5th day of November 2019.

NSTAR ELECTRIC COMPANY
d/b/a Eversource Energy

By: _____

Name: _____

Title: _____

TOWN OF YARMOUTH

By:  _____

Name: Daniel Knapik

Title: Town Administrator

4 Corners Area Banner Poles

Write a description for your map.

Legend

-  7-Eleven
-  CVS Pharmacy | Photo
-  Feature 1
-  Higgins Crowell Road, West Yarmouth



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 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

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

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

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

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.

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

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

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

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