

On February 18, 2021, on a motion by Jack McCormack, seconded by Joanne Crowley, the committee voted 4-0-2 (Ryan Castle and Stephen O'Neil abstained) to approve these minutes.

Town of Yarmouth

MINUTES OF THE COMMUNITY & ECONOMIC DEVELOPMENT
COMMITTEE MEETING OF
January 25, 2021

The Yarmouth Community & Economic Development Committee held a Remote Business Meeting at 4:00 p.m. on Monday, January 25, 2021. The meeting was conducted through Zoom videoconferencing.

Committee Members Present: Peter Smith, Ryan Castle, Ken Smith, Mary Vilbon, Joanne Crowley, and Jack McCormack

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

The meeting was opened by Peter Smith at 4:00pm

YARMOUTH TOWN CLERK
'21FEB19AM11:58 REC

1. Yarmouth Chamber of Commerce Marketing Contract

Mary Vilbon recused herself from the conversation.

Kyle Pedicini, Economic Development Coordinator, presented an updated Tourism Budget to the committee. He explained that the committee has a little over \$184,000 available in unallocated funding and a little over \$104,000 available for physical improvements. Furthermore it was noted that the Tourism Fund would receive an allocation at the 2021 Town Meeting, but it was uncertain what that amount would be. The uncertainty surrounds whether or not short term rentals will be included in the Tourism Fund calculation. Town staff noted they would be seeking clarity on this topic ASAP.

Karen Greene, Director of Community Development, presented a memo regarding the Town's marketing contract with the Chamber of Commerce. It was noted that the committee previously voted to extend the marketing contract an additional 18 months, but no money had been allocated. It was also noted that \$90,000 had previously been allocated for the first 6 months of the contract. Ms. Greene presented a spreadsheet noting all of the proposed changes from the Chamber of Commerce's original contract vs their newly proposed marketing plan. It was explained that the Chamber of Commerce was also requesting that unspent funds from the previous contract be rolled over into the new contract so the funds could be utilized going forward.

Vote: On a motion from Ryan Castle, seconded by Ken Smith, the Committee allocated the unspent funds from the previous marketing contract to be utilized in the next marketing contract, by a vote of 5-0.

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The committee then discussed how much funding to allocate for the marketing contract. Ms. Greene recommended that the committee allocate \$90,000 from currently available unallocated funding, with an additional \$90,000 allocation after the Tourism Fund receives its FY21 allocation. Ryan Castle expressed concern regarding the uncertainty of the future Tourism Fund allocation, and recommended that the committee make an initial allocation of \$120,000 from unallocated funding (with the remaining \$60,000 being funded from the future Tourism Fund allocation).

Note: On a motion from Ryan Castle, seconded by Ken Smith, the Committee allocated \$120,000 from currently available unallocated funds to marketing, and also made a \$60,000 allocation from future unallocated funding (from anticipated receipts), by a vote of 5-0.

Ryan Castle left the meeting at 4:45pm

Mary Vilbon returned to the meeting

2. Request for Funding: Ice Skating Rink Proposal

Aimee Howell, Director of Recreation, presented a request for funding for a portable ice skating rink. Ms. Howell explained that the rink would be available for year-round use and would be low-cost to maintain. It would provide a unique outdoor family friendly activity in Yarmouth and would enhance the Town's tourism appeal. It was explained that the total cost would be a little over \$40,000, and the Recreation Department has already secured \$20,000 in funding from Community Visions. The request to the committee is for an additional \$20,000 to cover the remaining cost of the rink.

Committee members were generally very supportive of the concept and its potential benefits for Yarmouth, but requested more information on the proposal. Specifically members were interested in the operational expenses of the rink. Ms. Howell agreed to return to the committee at their next meeting on February 18th to present additional information.

3. Staff Updates

Kyle Pedicini noted that the Town's Land Disposition Committee recently met for the first time to review requests to acquire town-owned parcels.

4. Minutes for Review

Note: On a motion from Joanne Crowley, seconded by Jack McCormack, the Committee voted to approve the minutes of the January 14, 2021 meeting, by a vote of 5-0.

The meeting adjourned at 5:45pm