

On January 11, 2022, on a motion by Joe Manning, seconded by Joanne Crowley, the committee voted 5-0 to approve these minutes.

Town of Yarmouth

MINUTES OF THE COMMUNITY & ECONOMIC DEVELOPMENT
COMMITTEE MEETING OF
December 7, 2021

The Yarmouth Community & Economic Development Committee held a regular Business Meeting at 4:30 p.m. on Tuesday, December 7, 2021. The meeting was conducted in the Yarmouth Town Hall Room A.

Committee Members Present: Joe Manning, Joe Gibbs, Stephen O'Neil, Ken Smith, Joanne Crowley and Mary Vilbon

Staff: Kyle Pedicini, Economic Development Coordinator; Jenn Werner, Communications for the Yarmouth Chamber of Commerce

YARMOUTH TOWN CLERK

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

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1. Tourism Grant Interviews

Chairman Ken Smith provided a brief background on the Tourism Grant Program. Mr. Smith explained that the committee had \$109,940 in available grant funding but had received about double that amount (\$220,000) in grant requests.

Chris Shultz introduced his application for the Cape Cod Pirate Festival via Zoom teleconferencing. It was noted that this event would take place during the first two weekends in June at the Yarmouth Drive-in site. Mr. Shultz is requesting \$35,000 in grant funds for the event to support event marketing and entertainment. It was noted that this event took place last year at the Skull Island Sports World and was well-attended. One member asked the minimum amount of grant funds it would take to ensure the event takes place and Mr. Schultz answered somewhere between \$20,000 and \$25,000. Members expressed support for the event and were encouraged to see activity taking place on the Drive-in site.

Mr. Schultz also presented an application for The Sleepy Hollow event. This event would take place at Taylor-Bray Farm as a Halloween themed event. It was noted that there is a lack of enticing Halloween-themed events on Cape Cod, which gives this event great potential to have a captive audience. The event would be a theatrical production using local actors to tell the Sleepy Hollow story in a unique setting. Mr. Schultz also noted that the event could bring positive publicity to the Taylor-Bray Farm venue that is currently a hidden gem that not many people know about. Committee members were intrigued by the event concept, but some expressed trepidation regarding the event's impact on the abutting residential neighborhood. It was explained that the event parking would be conducted at nearby businesses with a shuttle taking event attendees from the parking to the event. One member asked the minimum amount of grant funds it would take to ensure the event takes place and Mr. Schultz answered somewhere between \$30,000 and \$35,000.

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Pete Malpass presented the application for the 2022 Polar Plunge. The event is requesting a little over \$4,700 in grant funds to support the event. One member asked if the Friends of the Council on Aging have \$80,000 in reserve funds and Mr. Malpass replied that the true number in reserves is higher than that. Committee members expressed support for the event and its benefits to the Senior Center, but some expressed skepticism that it provided an economic benefit to the community.

Kyle Pedicini, Economic Development Coordinator, urged the committee to keep in mind the criteria being used to judge the Tourism Grant applications. He suggested that the committee look at grant funds as investments into Yarmouth's Tourism economy and seek to allocate these taxpayer funds to events that will provide a return on investment (i.e. additional visitors who will spend money at Yarmouth's hotels and restaurants). Chairman Ken Smith also reminded the committee that part of their charge is to improve the quality of life of Yarmouth residents and that should be taken into consideration as well when evaluating the grant requests. Committee members agreed to think about grant amounts over the next week before returning on 12/14 to allocate grant awards as a group. The committee also agreed to interview the Cultural Center of Cape Cod at their next meeting in order to meet with the new Cultural Center Executive Director.

2. Banner Funding Request

Kyle Pedicini, Economic Development Coordinator, explained that the roadway banner funding would need to be added to in order to afford future police details for banner change-outs. It was noted that each police detail instance cost \$208, and it was recommended that the committee add an additional \$1000 to the roadway banner fund to cover these future costs. Committee member Mary Vilbon also suggested that the town should look into obtaining updated quotes for the banner change-outs.

Vote: On a motion from Stephen O'Neil, seconded by Joe Manning, the Committee voted to allocate \$1,000 from physical improvements for the Roadway Banner Project, by a vote of 6-0.

3. Past Meeting Minutes

Vote: On a motion from Stephen O'Neil, seconded by Mary Vilbon, the Committee voted to approve the minutes of November 9, 2021, by a vote of 5-0-1 (Joe Gibbs abstained).

4. Future Meeting Dates/Schedules

The next CEDC meeting will take place on 12/14 and the committee will deliberate on Tourism Grant Awards. The committee will also meet on 12/15 to discuss a request from the Assistant Town Administrator for funding of various economic development studies.

The meeting adjourned at approximately 6:20pm