



Town of Barnstable
Growth Management Department
Economic Development Commission

www.town.barnstable.ma.us/economicdevelopmentcommission

BEDC Meeting Minutes - Approved
July 23, 2013

Chair

Christopher Kehoe

Vice Chair

Alan Feltham

Members

Jeffrey Craddock
Sara Cushing
Hartley Johnson
Jeannine Marshall
James Poplasky
Royden Richardson
David Wood

Town Council Liaison

Jennifer Cullum

Members present: Chris Kehoe, Sara Cushing, Hartley Johnson, James Poplasky, Jeannine Marshall
Absent: Jeff Craddock, Roy Richardson, David Wood, Alan Feltham and Town Council Liaison Jennifer Cullum
Also in attendance: Growth Management Staff: Jo Anne Miller Buntich, Mike Trovato, John O'Brien, Elizabeth Jenkins

Chris Kehoe called the meeting to order at 8:05 am.

Growth Management Department Update

Jo Anne Miller Buntich distributed an "Economic Report 2012" compiled by the Growth Management Department. The report includes definitions of economic development, a summary of GMD economic development programs, projects and strategy, and a list of completed projects as well as projects that are on-going and in process.

Jo Anne stated that one of the projects that GMD will be involved in this fall is the Dukakis Center Office of Economic Development Self-Assessment. Jo Anne explained that this is a series of structured economic development related questions that the community uses to reach out to its stakeholders asking the same questions at the same time. The results are then sent to the Dukakis Center who provides an analysis and creates a series of recommendations for next steps. Jo Anne said that the Cape Cod Young Professionals have also entered into a work plan with the Dukakis Center called "Shape the Cape". Jo Anne and Sara Cushing of the CCYP will discuss the concurrences between the two projects and coordinate the work going forward.

Mike Trovato discussed the Creative NEXT partnership with the state's Creative Economic Development Director, Helena Fruscio. The town of Barnstable has held two sessions this year. Mike explained that the morning session deals with three previously selected businesses within the creative economy that are looking to grow their businesses. A panel of experts from banking, marketing, government and other local resources provide information and make recommendations on how they may help them or the panel may direct them to other pertinent resources. The afternoon session involves one-on-one sessions with various business owners who present an overview of their business and Helena and a member of the GMD then discuss the available resources both from a state and local level with the

business owner. Currently the focus has been on creative economy businesses with plans to expand to other business sectors. The plan is to hold four sessions per year.

John O'Brien discussed his involvement with longer-term economic development projects such as helping the Cape Cod Symphony find a new and much larger venue and seeking a large-scale food retailer for the downtown area. Efforts are also ongoing for a short/mid/long-term parking strategy for Hyannis. Jo Anne explained that in the short-term, current parking signage is being replaced with the traditional blue signs with the white letter "P". In the mid-term, the town is in the process of collecting funds to hire a firm to analyze parking for the downtown area and come up with solutions that are creative, fit into the infrastructure, and that can be adjusted for seasonal needs.

Jeannine stated that she is on a committee working with the City of Brockton on their "food desert" issue and will share the information with GMD staff.

Jo Anne stated that one of the most important challenges for the revitalization of downtown Hyannis is getting people to live here and to that end, GMD is focusing on market-rate housing. Through grant funding, the town will embark on a 40R for designated parcels in the area, as well as a neighborhood strategy revitalization program. Jo Anne explained that Mass GL 40R is a statute that allows communities to set higher densities in selected areas and provides for bonuses for the district designation and also additional bonuses when the units come on line. The HUD approved Neighborhood Revitalization Strategy Area (NRSA) is from Falmouth Road/Bearse's Way/Yarmouth town line/South Street. The determination of an NRSA is based on census data and those who reside in a NRSA are eligible for benefits from certain incentives available only to such designated areas and the designation will provide greater flexibility for the Town in its disbursement of CDBG funds.

Jo Anne also stated that they are moving into the regulatory drafting stages for the RESET project which are the four retail centers on Iyannough Road.

Mike Trovato stated that he is continuing with the traditional business outreach on an as needed basis and this fall GMD will be reaching out to commercial brokers for a peer review and discussion on available town resources. Jeannine stated that she would like to be involved in that discussion as a liaison.

Hartley discussed the need for a sales and marketing plan for the town of Barnstable. He then distributed a handout "Create a Sales and Marketing Plan" done by Microsoft. Jo Anne then distributed the marketing packet that was put together for a presentation by GMD at a New England Foundation for the Arts conference that was held in June. Jo Anne also talked about the ways she is using social media for marketing and communication. Mike talked about the marketing done by the chambers of commerce. Hartley suggested that the committee discuss putting a plan together. Chris suggested that members research municipal or town marketing plans and bring the results to the next meeting for a discussion.

Board/Commissions/Committee Updates

Sara Cushing

- No update on Agriculture Committee or Board of Health.
- Cape Cod Young Professionals and Advocacy Committee – She stated that they will dock in with GMD on the “Shape the Cape” initiative.

Hartley Johnson

- Airport Commission – FY 13 results came out with a surplus. They have several properties that are under-performing. The Commission has four subcommittees: Finance, Infrastructure, Strategy and Marketing. They are interested in collaborating with the BEDC.
- Comprehensive Finance Advisory Committee – Discussion on Kohl’s TIF agreement, FY 2013 budget results, and trash disposal.

Jeannine Marshall

- Cape Cod Chamber - Jeannine distributed and discussed their strategic planning process. The 3-5 year goals are to have the Cape Cod regional production match or out-perform the state GDP. The Primary way to accomplish this is through streamlined permitting centers with the goal to have all permits accomplished in one day at one location. They also will continue to work on the creative economy.

James Poplasky

- Housing Committee - Looking for volunteers for a local Habitat for Humanity project.

Chris Kehoe

- Town Council - Passed problem property maintenance ordinance.
- Hyannis Area Chamber of Commerce - Starting plans for Halloween event in downtown and looking to expand to other villages. Looking for people to volunteer for Watershed Committee
- BID - nothing to report.

Chris stated that the BEDC should have a permanent liaison for the Hyannis Chamber and the Business Improvement District; this will be an agenda item for next month’s meeting.

Hartley suggested that the committee should have a liaison with other major Cape Cod professional organizations such as health care. Sara stated she would look into this. There was also discussion about having future BEDC meetings at Cape Cod Healthcare and the Community College.

Public Comment - None

Meeting adjourned at 9:40 am.

Respectfully submitted,

Marjorie Watson
Administrative Assistant

Handouts:

1. Growth Management Department "Economic Report 2012"
2. One page – "Economic Development Toolkit" from Northeastern University
3. "Create a Sales and Marketing Plan" from Microsoft Corporation website
4. Growth Management Department marketing materials used during the New England Foundation for the Arts Conference/Creative Communities Exchange held June 7, 2013 in Portland ME

Next BEDC meeting scheduled for August 27, 2013

Public files are available for viewing during normal business hours in the Growth Management office located on the 3rd floor of Town Hall, 367 Main Street, Hyannis

*** Further detail may be obtained by viewing the video via Channel 18 on demand at <http://www.town.barnstable.ma.us> ***