



Town of Barnstable
Growth Management Department
Economic Development Commission
www.town.barnstable.ma.us/economicdevelopmentcommission



BEDC Meeting Minutes
October 28, 2014

Members present: Hank Farnham, Tom Geiler, Hartley Johnson, Chair Chris Kehoe, Royden Richardson, Ted Wurzburg

Members absent: Jonathan Gilmore, Alan Feltham, Eric Steinhilber

Also present: Economic Development Specialist, Michael Trovato, GMD Administrative Assistant, Stacey Peacock.

Chair Christopher Kehoe called the meeting to order at 3:00 pm

Approval of Meeting Minutes – September 23, 2014 (*Exhibit B*) **Motion made by Tom Geiler to approve the minutes of September 23, 2014 seconded by Hartley Johnson, Vote: Aye All. Minutes unanimously approved as is.**

Welcomed new commission member, Ted Wurzburg.

GMD Updates / Trovato:

Ombudsman title: Has been added to Mike Trovato's Economic Development Specialist position. Ombudsman is a liaison role, an expansion of his existing role as liaison to his role with the business community. To meet and greet on the front end of the business development process. Growth Management is working on developing this role and how it will be applied, an update will be forthcoming. It will be more to aid small businesses and making the process smoother for them. The larger businesses usually have representation. He will work with them as a facilitator, so they do not get lost in the process. The Town Manager is making this a priority.

Tourism Grant: Increased this year from \$116,500 (2013) to \$123,000 (2014). The grant awarded to Hyannis Chamber of Commerce by the Town for Marketing Proposals to promote tourism. There are guidelines and a scope of work that is established by the town staff. We are trying to make it metric space in order to measure results from this in numeric form. This is marketing for the Town of Barnstable.

The source of this grant comes from Room Tax in order to generate more revenue for Tourism Market.

Richardson: This is a grant to bring people to this area. We are not supporting hotels specifically. We can probably get an executive summary of the Grant.

Infographics:

Trovato: We are working on updating the Business Barnstable website with an infographics page as the lead page for it (Exhibit C) handout from Mike. Draft of Business Barnstable Infographics handout reviewed.

Latest survey has the population of the town down by 5,000 people.

Fairfield Inn TIF: The Tax Increment Financing with the Fairfield Inn is still in negotiations. It is ongoing.

EDSAT: We are also moving forward on that. It was presented to the Hyannis Chamber's EDGAR Committee. GMD will getting more groups to respond before we send the results to the Dukakis Center.

Hartley: Are there entrepreneurial/innovative organizations that we partner with?

Trovato: We work with the Cape Cod Chamber and their innovation center. Peter Carlson is their entrepreneurial representative. We work closely with Peter. We have had some co-work space interest – from the creative economy, culinary sector and also with the maker movement. The state as part of their economic development bill created a transformative development initiative called TDI that we are working on right now. There are several components of this. One is the creation of TDI Districts and another is working on creating co-operative and shared workspace.

Marketing Materials will be drafted for 200 Main Street to aid the public in the new business process. There will be an informational handout to help people through the process.

Committee asked if this will compromise Mike's current Economic Development Role? He will be working it in with his existing duties and there will be a prioritization of Mike's new role towards the new business process. Also the goal is more centralized information. To find out who comes through the door and to follow them through the process to the end. There is a new Consumer Affairs Supervisor, Elizabeth Hartsgrrove, she is working on online forms and renewals.

Geiler: We are probably looking at about 5 years before the entire e-permitting process is fully in place. A lot of the permits have to go across many desks before they are complete.

Trovato: You may want to invite Liz Hartsgrrove to explain the process and bring the commission up to speed on e-permitting.

Review of 2015 meetings dates and time reviewed: All dates approved.

T.I.F. Committee Member Needed:

- The committee meets as needed – two representatives from EDC are requested to be members of this committee.
- Farnham: Tax Increment Financing is a tax relief we offer for businesses in the town. To attract new businesses or to expand existing business.
- The town assessor puts detailed analysis and spreadsheets for us to review.
- Ted Wurzburg was nominated by Chris Kehoe to be the representative of the T.I.F. Committee.
- Hartley Johnson voted to appoint Ted Wurzburg to the TIF Review Committee, the vote was seconded by Roy Richardson. Voted all in favor: Aye. Ted Wurzburg voted in as the second BEDC T.I.F. Committee Representative.
- Farnham: T.I.F. handout given (Exhibit D).

Richardson: Do we have a technology area we are trying to target? (A Geographical Technology Area?)

Farnham: Yes, the Industrial Park on Independence Drive but it is not marketed like that. Not like Falmouth markets theirs.

Wurzburg: Independence Drive isn't marketed like that though. There is plenty you can do there.

Kehoe: Significant savings off their income tax?

Farnham: It is a percentage. It is also credits their property tax.

T.I.F. Discussion: Farnham: TIF for Konover / Fairfield Inn. They bought and demolished the Days Inn. They are expanding from 99 rooms to 125 rooms. They will be adding five employees. The capital investment was substantial 6.5 million for the right to buy the building. 11 million spent on the total rehab. Adding a third floor. Total investment about 17 million. They are hoping to be open by May of next year. A reduction in property taxes and if it is improved it will also open up a large income tax saving by the state. They want the T.I.F. maximum term of 20 years. The committee has met twice and has come up with a somewhat different proposal than what Konover requested. There are additional negotiations going on with this. The committee voted to reduce the term of what they wanted. They proposed a \$700,000 total savings over 20 years. Our proposal was considerably less, \$123,000. There were differences in our assessed value, in comparison to theirs. The capital investment is substantial however the committee did not feel the increased employment (5 full time people, seasonal a bit more), warranted that large of a T.I.F. savings. There is not a lot of growth in salary structures. Fairfield Inn is a higher

end hotel than the Days Inn. The rooms are more expensive and thus the room tax will be more. Councilor Crocker and Steinhilber were more sympathetic to the requests of the T.I.F. proposed by Konover.

Trovato: Konover is very interested in expansion here on the Cape and doing business in Barnstable.

It was decided that the T.I.F. discussion is tabled until the committee receives more information or until the committee gets direction on how to proceed with a recommendation.

Informal Liaison and Subcommittee Reports:

Cape Cod Chamber of Commerce: Richardson: Has prepared a town report which focuses on certain activities of the Cape Cod Chamber that he felt people should know about. It is made up of summaries of what the Chamber is doing. When it is complete he will disseminate that to the committee for review and comment.

Airport Commission: Johnson: We planned to have A meeting there and get some communication from the airport. There is a lot going on over there. The school and training for the mechanics. Working on other air carriers. Johnson will contact the Airport to schedule next month's meeting there.

Hyannis Chamber: Chair Kehoe: The annual Meeting was a complete success, it was sold out. It was held at Oyster Harbors Club. Officers were named for 2015; New Chair: Chris Kehoe, Vice Chair: Cheryl Walsh from Citizens Bank, Treasurer: Adra Cohen from the Cape Cod Mall.

Regulatory and Zoning Subcommittee: Geiler/Farnham: The subcommittee did not meet this month. Need to invite the interested parties in to a meeting to see if they even want zoning changes in the 'Medical District'. The district hasn't been successful as the Medical Zoning district. The subcommittee was talking about having a joint meeting with the Planning Board on this.

Richardson: What about a relocation program - to incentivize medical offices to relocate there? Talk to the industry and find out what the problems are in that zone and find out why people don't want to establish businesses there? Include the people that will be affected by the zoning. If you want the properties to be filled, the properties need to be made attractive enough for people to want to be there and not run down and abandoned.

Kehoe: Listen to the people who own the properties over in that district.

Geiler: Maybe combine the two. Allow medical zoning to stay but also bring in alternative use zoning, allow both.

Roy Richardson left at 4:03 pm

Geiler and Farnham would like to have a discussion with Jo Anne Miller Buntich or a member of Growth Management to help revisit this zoning district.

Hotel Discussion

Geiler: High Class hotels? Why aren't they here?

Trovato: That sector may not be interested in coming down here. There might not be a market here.

Kehoe: The hotel revenue since 2012 fell by more than a million dollars in the Town of Barnstable.

Wurzburg: The higher end hotels are looking to book big conventions, 3 or 4 days. You have to get that kind of traffic not just the casual tourist traffic.

Marketing Subcommittee:

Johnson: Marketing Plan (handout)
Marketing Packet Review and Discussion

What is the EDC's next step with this marketing plan?

Johnson: Bring it to Town Council and get their approval to proceed. Figure out who will bring this forward? Growth Management, or hiring a private business? Johnson would also like to invite the high school seniors that are interested in government to come see what we do. Encourage them to get involved with committees.

Kehoe: Would like to speak to the superintendent of schools, Mary Czajkowski, to have her present at an EDC meeting. To speak to the lack of education, the population on Cape has.

The Marketing Plan to be revisited by the commission when there is a quorum.

Ted Wurzburg left meeting at 4:14 pm.

Public Comment: None

Meeting adjourned 4:28 pm.

Next BEDC meeting November 25, 2014.

List of documents / exhibits used by the Committee at the meeting

Exhibit A:	Meeting agenda dated October 28, 2014
Exhibit B:	Minutes dated September 23, 2014
Exhibit C:	2015 BEDC Meeting Schedule
Exhibit D:	Business Barnstable Infographics Handout
Exhibit E:	T.I.F. Handout
Exhibit F:	Marketing Plan

Respectfully submitted,
Stacey Peacock
Administrative Assistant Growth Management

*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> ***