



Town of Barnstable
Growth Management Department
Economic Development Commission



www.town.barnstable.ma.us/economicdevelopmentcommission

**BEDC Meeting Minutes
June 24, 2014**

Members present: Chris Kehoe – Chair, Hartley Johnson, Roy Richardson, Tom Geiler, Hank Farnham, Eric Steinhilber – Town Council liaison, Alan Feltham
Members Absent: Jeff Craddock

Also in attendance: Richard Scali Director of Regulatory Services, Robin Pulsifer – Parking Division Manager, Tom Perry Building Inspector, Rob Gatewood – Director of Conservation, Tom McKean, Mike Trovato – Growth Management, Jo Anne Miller Buntich – Director of Growth Management

Chair Kehoe called the meeting to order at 3:05 pm

Presentation Richard Scali - Director of Regulatory Services - Presentation
Building Division
Conservation
Consumer Affairs – Licensing Program, Parking Program, Weights and Measures and Ordinance / Citation Division
Public Health Division

Building Division - headed by Tom Perry
Visible and proactive zoning enforcement program
Neighborhood outreach – heading off potential problems
Conducted over 30,000 inspections and issued 8992 permits
New Ventures discussed – incl. Cape Cod Creamery, Verizon, Kohls, Whole Foods.
Permits continue to increase (plumbing, gas, electrical permits)
Increase in remodels and Increase in energy efficient houses and use of solar panels.
Increase in certificates, permits and inspection from 2009 when economy was down
Fees collected to over a Million dollars in 2013.

FY2015 Goals and Objectives discussed including timely tracking of the permitting process.

Conservation Division – headed by Rob Gatewood
Two Programs: Conservation Program and Land Management Program
Performed over 575 site inspections
Eradicated the Hydrilla at Long Pond after 12 years of management
Constructed 80 ft ADA boardwalk at Long Pond
Will be looking to continue to work on lake and estuary conservation including hydrilla and nuisance algae control and wild fire management

Consumer Affairs - Tracey Smith
Licensing Division - Maggie Flynn
Weights and Measures – Headed by Jane Zulkiewicz
Ordinance Citation, Licensing and Parking Enforcement
Parking Enforcement – Robin Pulsifer
Brought in \$495,000 in 2013

New Projects: Little Miss Cupcakes, Colombos addition of open air patio, Wackenhammer arcade, Ryan Family amusement in the mall, El Mariachi Loco on Main Street.

Made amendments for Used Car Dealer Licensing with the Police Department.

Ordinance Citation Program Division – Includes citations given out by building department, zoning, health, natural resources, and the Police Department put together for the court system.

Parking Program

New pay stations at Bismore with new solar panels, awnings and signage

Pay to park app on cell phone – can extend time on cell phone app

App is called MPay2 park

Processed 7100 tickets in 2013, 1045 hearings on ticket appeals

Parking Meters brought in \$225,000 at Bismore Park

Revenue in receipts \$228,377 with new collection process

Total ticket and meter receipts \$483,000

Weights and Measures

Inspect 4000 devices

Working closely with I.T. to improve taxi and limo permitting to one system

Ten towns now part of the program (contractual) added Yarmouth to that list this year

Price disclosure regulation program

Public Health – headed by Tom McKean

4 areas: Environmental Health, Community Health & Nursing Services, Coastal & Shellfish Resources, and Toxic / Hazardous Materials.

Improvements: screening requirements for dumpster areas, nighttime inspections for over crowding housing issues, complaint response and updates, expedited flu shots, grading restaurants, expedited septic permit processing. Goal to provide more education to citizens and public in order to foster voluntary compliance.

2013: Issued 3951 permits, collected \$362,000. Responded to 385 public health complaints within 24 hours

Overall Goals of the Regulatory Department going forward;

Professional Standards Policy

Customer Service – to become a leader in this area

Establish Special Events Committee – to expedite permitting for repeated events or one day events

Review Job Positions – to make jobs more effective

E-Permitting continue to work towards that goal

Presentation Concluded

Feltham: BEDC creates a climate for jobs (and bringing business). We have been hearing the town is over regulated – businesses don't come here or they leave. This is the concern and our reason for inviting you.

Scali: Think we have a few less (regulations) than most towns. Perception may be different than reality. A lot of the statutes are regulated by state and we have no option. Other towns have more town laws. Working on making it easier through the e-permitting process and the other part will be working on customer service.

We are not the planners we are the enforcers. Need to plan first (Growth Management) and then we enforce.

Johnson: Interpretation of the law may vary a little (subjectivity from town to town). In the last five years how many regulations have you eliminated?

Scali: A lot of the regulations come into being by Boards that vote them in. These are not up to us. Planning Board, Licensing Board, Zoning Board votes on them.

Measurement of efficiency of customer service discussed.

Johnson: What is your budget for the year?

Scali: We spend about \$495,000 and we take in over 2 million. The fees and revenues that come in also go to the other divisions that support us like Fire and Police.

Johnson: how do your fees compare to other towns?

Scali: Licensing permit fees – Liquor and restaurant licensing 3rd or 4th from the top. They are competitive.

Pricing discussed – cost of service analysis is done to get the schedule of fees.

Geiler: History of Regulatory Services Discussed. There is no charge (fees) for enforcement and it is time consuming. Processed moved to 200 Main Street where everything is housed together right now. The ability to get all your answers for licensing and permitting answered in one place. No other town has that set up – that is a huge improvement in the industry. Barnstable was the first town to introduce non-criminal citations. Non-criminal citations and court appeal procedure made a difference in customer service. Bismore parking meters and enforcement history reviewed. 6 new codes added in the last 6 yrs. to building – by the state. We can't do anything about that. The local regulations can be changed but only by a board or commission (not by employees). One thing that is local is zoning. It is difficult to understand (zoning always is difficult to understand) with 400 pages.

Richardson: Gather stories and feedback from customers. Positive experience at 200 Main St. from his experience and he goes there frequently and the atmosphere is congenial and positive. What is the purpose of regulations? Is there a goal? We need to establish that and understand that.

Scali: A lot of it is customer perception and some of it is timing (how long it took to get through the process). We are looking at that.

Farnham: Special Events permits. A simplified application is proposed and more user friendly form proposed. Offer to sit down with your people and design a new user friendly form. Start a focus group that would provide valuable feedback for the department.

Scali: Assigned building staff to coordinate a Special Events Committee that will go over the events for the next month with everyone giving their input at the same time. We can't circumvent hearings that are required, but repetitive events should be simplified. Also invited 6-8 civic associations to be a part of that. Invited Hank Farnham to join that.

Farnham: Experience was shared on building a 2 car, 2 story garage.

Chair Kehoe: Maybe we should talk to disgruntled businesses to get feedback and find out specific issues. What are we doing specifically to reduce regulation? If amount of fees are going down and the budget is growing how do we address that trend? There are some (regulations) we need but there has to be some we can eliminate to make it an easier business climate.

Perry: E-permitting. There will be entering inspections in the field – there will be savings there. Currently they go into field and then have to come back and write reports there. E-permitting is going to help the process.

Scali: Example; Patios on Main Street had to have screen on entrance. Board of Health regulation screen/air curtain for open patio so you couldn't have open flow to the restaurant. Took it to the board and the regulation has been amended.

Now you can have open patio seating. If someone brings a particular issue to our attention we can go to the board and work to have it amended.

Chair Kehoe: I pads – Stewart Painting is using them and it is amazing what they do. DeKalb County 20/20 survey was done, they received feedback of what's good and what's bad.

McKean: Poor planning years ago with ground water. Well water had to be protected. We have brought sewer to a lot of those areas. The regulations in health are important, they are there to protect the ground water. We don't want to take those away. If there is public sewer, there are unlimited possibilities for zoning/planning.

Perry: That has been a question forever - keeping good year round jobs here.

Chair Kehoe: Quality of life is always an issue. I know there are education issues and housing issues. In business we look at whoever has a good idea? A good idea is a good idea. In business we are always evaluating and re-evaluating – what is working and what is not working.

Richardson: Cape Cod Commission - Cape Cod Economic Strategy. Multiple surveys and input by a lot of people. There is a lot of information in there (see the Commission website for the Economic Strategy). The Executive Summary is a good resource.

Johnson: Took part in the Young Professionals survey. Without exception most were concerned about job opportunities, and housing. Encouraged them to get involved and join some of the committees where they live.

Cape Cod Young Professional Shape the Cape handout was dispersed (exhibit B).

Chair Kehoe: We will look at regulation over the coming months. Certainty makes it easy to do business, uncertainty makes it difficult to do business.

Scali: We are committed to make the process easier for people.

Current role of BEDC in regulation discussed. May have to have special meetings if it is an important issue within the town.

Feltham: How many people are within 200 Main Street - Regulatory Services. Barnstable Business marketing strategies proposed to include the regulatory employees.

Scali/Perry: 40-60 people (including seasonal people). We want to make sure people are getting the service they deserve and will work on that. It is up to Growth Management to market the town. It is difficult for Regulatory to market because we are an enforcing department.

Geiler: 75% of the businesses in town are not licensed by the Town (Restaurants need one. Retail does not.)

BEDC Growth Management

Data Request follow up and a TIF request

Buntich: We are here to follow up on data request. We request that you appoint a TIF representative.

Hank Farnham volunteered as the TIF representative. Voted in unanimously.

Johnson: Data is important but we have to present our plan to the town council. Part of it is data. We need to explain to town council what our objectives are, how we are going to make it happen, the funding we will need; a plan.

Data wanted for a Community Profile: GM will send new links, collect data and community profiles so you will get a broader picture of what is out there already.

Education – Ranking in state

Healthcare – National Healthcare ranking

Transportation – What is available (how people can get here)

Traffic and Public Transportation

Recreation

Resources – Water, natural resources. Business incubators and resources. All resources.

Housing – What is available (rentals, average housing prices)

Habitat – Natural resources (how many miles of seashore)

Decided the committee should have a conversation with the schools and Mary Czajkowski to find out what curriculum is being provided to students.

Chair Kehoe: Referred to Municipal Advocate (Sarah Cushing) 'A Jobs and Growth Strategy for Cities and Towns'.

Feltham: Our function is to recommend to the Town Council.

References to DeKalb County Georgia Survey

Geiler: How often do businesses come here to get our support?

Farnham: One or two every other year.

Chair Kehoe: We can point businesses in the direction of the site plan review and Growth Management.

Farnham: Would like to get monthly updates from Growth Management.

Regulation discussion. Committee to look at regulations. What is on the Council agenda is amendable at any particular time. A subcommittee was suggested for regulation and zoning like the TIF subcommittee. Geiler and Farnham appointed to new Zoning Review Subcommittee.

Steinhilber: Many councilors do want to look at the zoning. They do want to address zoning issues this year.

Geiler: We are the only town of in the state that has multiple definition sections in their zoning.

Farnham: Look at section 3 of the local comprehensive plan and see if it is time to update that?

Old Business: Marketing Plan Subcommittee – Johnson (head of subcommittee) Prepare a presentation; the scope of what we are going to do it, why we are doing it, what we need as a budget to bring to the Town Council. We need to make a presentation to the Town Council – present the background, develop the product, resources and data. How we are going to package it? A video? Do we subcontract this out? Where do we get the resources to do this? Who is going to market it and sell it?

Farnham: Maybe we need a different view point. These are the issues that are affecting the young people and ask the council how they want us to proceed with this. Help the schools develop new curriculum so young people will have the education needed to thrive here. Then sit down and have a workshop.

Subcommittee meetings plan to meet. Committee advised to review DeKalb County 20/20 survey

Minutes from the May 27, 2014 meeting were tabled until next meeting

Motion duly made by Chair Kehoe seconded by Eric Steinhilber to adjourn the meeting

Meeting adjourned at 4:45 pm

Next BEDC meeting July 22, 2014

Exhibit A: Meeting agenda dated June 22, 2014

Exhibit B: Documents: Cape Cod Young Professionals 'Shape the Cape' handout

Exhibit C: Documents: Data: 2013 Average Employment and Wages by Industry dated November 30, 2013

Respectfully submitted,
Stacey Peacock
Administrative Assistant

*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> ***