



**Town of Barnstable
Growth Management Department
Economic Development Commission**

www.town.barnstable.ma.us/economicdevelopmentcommission

**EDC Meeting Minutes
November 24, 2015**

Members Present: Chris Kehoe, Alan Feltham, Tom Geiler, Hartley Johnson, Ted Wurzburg

Absent: Hank Farnham, Jonathan Gilmore, Eric Steinhilber

Also Present: Stacey Peacock - Administrative Assistant

Approval of Meeting Minutes (Exhibit B & C): *Motion made by Tom Geiler to approve the minutes of September 15, 2015 workshop as written – the motion was seconded by Hartley Johnson. Vote: All Aye. Motion made by Tom Geiler to approve the minutes of September 22, 2015 as written – the motion was seconded by Hartley Johnson. Vote: All Aye.*

Chris Kehoe called the meeting to order at 2:35 pm.

Meeting Notes from the October 27, 2015 meeting distributed (Exhibit D).

New Business:

The tentative date for the next Economic Development Self-Assessment Tool (EDSAT) meeting with Dr. Barry Bluestone of the Dukakis Center at Northeastern University is Friday, January 8th.

The EDC asked why the EDSAT was done? Is it to be part of the comprehensive plan?

Old Business:

Marketing Plan – RFP November Draft handed out (Exhibit E) as well as Johnson's Comments and Responses to Johnson's comments by Jo Anne Miller Buntich (Exhibit F).

Johnson: If we are moving forward with this, we need to organize the effort. Collect the data, talk to people to make sure we have the most current data for our presentation. Johnson suggests 4 two man teams to go talk to the following People/Groups; Industry: SencorpWhite, Hydrofoil, Cape Cod Healthcare. Town Departments: Police, Fire, Regulatory. Politicians/Funding Sources: Maria Marasco, Cape Cod Economic Development Council. Cape Cod Young Professionals: To recruit members.

Challenge: There is a mindset out there that this (marketing) is not the right thing for the Cape.

Geiler: Thinks the contractor will be doing a lot of this outreach. The data is available and the consultant will know where to go to get the information.

Kehoe: We can go out and talk to people. I still see the consultant doing this but we'll have to be knowledgeable and make sure the information is factual.

Geiler: All this information is published. We can't just go out and gather information or quote a source, if there is no valid source.

Wurzberg: We should have an independent source for the information we are gathering. The big thing is to organize the data into meaningful information.

Feltham: We can't discount Barry Bluestone's report and we'll get that on January 8th.

Geiler: We are throwing out a bunch of concepts but I don't see a plan here. I have two concerns; the lack of housing and lack of educated employees.

Kehoe: Housing is an issue. There are houses but the average income needed to afford a house is \$75,000 and the median income is \$35,000.

EDC agrees information is needed on: Healthcare, Education, Housing and Workforce.

Assigned Site Visits for December:

- Kehoe & Wurzberg: Cape Cod Healthcare - CEO
- Johnson & Kehoe & Feltham: SencorpWhite
- Feltham & Geiler: Education. BHS & Sturgis, Cape Cod Community College, Bridgewater State University, Cape Cod Academy, Technical Schools (Bourne / Harwich), Mass Maritime, Falmouth Academy

What information is needed? How to qualitatively define the strengths of each of these sectors?

Questions for Education:

- Ranking? How do you rank (Local? State? National?)
- Do you have Marketing Information?
- What is the Pupil / Teacher Ratio?
- What is the cost?
- What is the rate of job placement after completion?
- How many go on to higher education?

Questions for Healthcare: Both Hospital and Assisted Living

- Statistics? How do you rate?
- Quality Certifications and Standards?
- How do you Market yourself?
- What are your Rankings?
- What are your Future Plans?
- What is the Doctor / Patient ratio?
- What are our limitations to healthcare here?
- Assessment of Physical Facilities?
- Quality of Care?

Questions for Private Sector:

- What is the private sector looking for in education?
- What are you looking for in healthcare?
- Why is your company here?
- What does it take to attract and retain employees?
- What are your Future plans?
- What are your future marketing plans?

- What are your biggest economic issues?
- What do you need that we don't have? How can we help?
- Who is your supply chain and distribution chain?
- Do costs of utilities effect your decisions?

Kehoe: We do not have a split tax rate. Commercial is the same as residential here.

The subject of Recreation was touched upon.

RFP (Request for Proposal):

Geiler: We have to keep our eye on the budget process here. The budget is being drawn up and will be finalized by June.

Kehoe: When the document is ready, we will go to the Town Council, it will be open to Public Comment and then it will be voted on at the next reading. There sounds like a willingness to undertake this under a supplemental budget.

Wurzburg: #2 under deliverables it (RFP) goes into detail. Marketing & sector analysis weren't included.

Feltham: The word strategy is so misused, it is a process to achieve a goal. I don't see any of that in here. I don't see anything that deals with outside competition.

The RFP draft was discussed by the EDC. *The EDC was advised to review the RFP November Draft and email any revisions directly to Jo Anne Miller Buntich.*

Wurzburg: What set of activities need to be done? We need to put those in the RFP.

Feltham: I don't want to constrict it with too many detailed tasks.

Kehoe: Would like to see the RFP have deliverables, measurables and timelines. That level of detail will be hammered out by whoever hires the consultant, with our guidance.

Wurzburg: A Public Bidders Meeting - where consultants submit questions and we can answer them.

Feltham leaves the meeting at 4:08 pm (Quorum is lost at this time).

It is suggested the EDC get input from the Town Manager's Office. Kehoe states he believes the Assistant Town Manager is interested in this. The EDC can give public comments at town committee and commission meetings. The EDC discusses various industries.

Geiler suggests getting two or three companies together to discuss business. We are looking for a very narrow scope of commerce to come here (ie. not more fast food restaurants).

The December meeting date was discussed. It was decided that the meeting was to remain on December 22nd.

Subcommittee Reports: Kehoe states there is a need to re-assess liaison roles.

Public Comment: None

Motion to adjourn: *The EDC, having no further business, was adjourned at 4:26 pm.*

Next BEDC meeting December 22, 2015.

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

- Exhibit A: Agenda dated November 24, 2015
- Exhibit B: Minutes September 15, 2015 workshop
- Exhibit C: Minutes September 22, 2015
- Exhibit D: Meeting Notes from October 27, 2015
- Exhibit E: RFP Draft
- Exhibit F: Johnson RFP Comments with Miller Buntich Response

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 3^d 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> ***

APPROVED