



Town of Barnstable
Growth Management Department
Economic Development Commission

www.town.barnstable.ma.us/economicdevelopmentcommission

BEDC Meeting Minutes
April 28, 2015

Present: Tom Geiler, Hartley Johnson, Chair Chris Kehoe, Ted Wurzburg, Alan Feltham, Jonathan Gilmore, Royden Richardson

Absent: Eric Steinhilber, Hank Farnham

Also Present: Administrative Assistant: Stacey Peacock, Mike Trovato: Economic Development Specialist Growth Management.

Chair Christopher Kehoe called the meeting to order at 3:01 pm.

Approval of Meeting Minutes (Exhibit B): **Motion made by Geiler to approve the minutes of March 24, 2015 - seconded by Johnson . Vote: All Aye. Minutes unanimously approved as written.**

New Business:

Housing: Feltham - (Exhibit C) Handed out Cape Cod Times article 4/28/15. Smarter Cape Summit article about the Housing Crisis but not the cause (economy). Another piece of it is the cost of living (ie. utilities/electricity increases). Feltham spoke to the PR rep. at Eversource. He was told Infrastructure needs to be updated which Nstar should have been done all along, but sounds like they were deferring it in the interest of dividends.

Richardson: Will reach out and invite Dennis to speak at an EDC meeting.

Wurzburg: Realtors/Developers creating houses for the demand that exists and the numbers are going in the wrong direction for that. As far as utilities go, we need to know what the delta is between us (and Plymouth / New Bedford). Feltham to find this out.

Marketing: Kehoe clarified the process of bringing the marketing plan forward (to Town Council) The Commission reviewed and discussed the Marketing Plan Town Council Request (Exhibit D):

Kehoe: We may need sponsors from the council in order to get the plan approved. He will double check on the route, in order to get the plan approved.

The Ask: Asking for a committee to oversee the different aspects of the Marketing Plan.

Geiler: Is not on board with an in house approach (creating another committee). Better off to go to the Town Council and ask for the money that is needed to go hire a marketing firm. Otherwise he sees it as a bigger committee, at square one, doing the same thing we've been doing for the last 6 months.

Johnson: Sees the committee addressing all aspects of the Marketing Plan. Each aspect is a module to be built upon, offering Barnstable as a place to operate to a specific target.

Kehoe: Amend the last paragraph to state 'Have this commission find an outside Marketing firm to be advised by this commission. Then ask for the initial \$30,000, then \$6000 a month fee.'

Feltham: What exactly is the \$30,000 for? We need to define that figure in the Ask.

Kehoe/Johnson: Spoke to Tribalvision Marketing Firm

- \$30,000 for the initial concept / plan (a consultant fee).
- They gave a rate of \$6,200 a month to execute the plan.
- Includes extensive reports and updates.

Richardson: We need a specific Ask. We are looking for assistance from the Town Council. We need input from Growth Management. We need partners to collaborate with.

The Commission agreed they need a very specific Ask. Also agreed they need to collaborate with other agencies, towns and departments. This is a regional issue. The Commission will re-work the document and vote on it at the next EDC meeting.

Suggestions for revising the Town Council Proposal:

- Include Outreach. Get the message to prospective organizations and people in the community that could be impacted ie. Cape Cod Healthcare.
- Add a more detailed introductory pre-amble to the document.
- Quantify the last paragraph of the proposal.
- The document should be specific: What we want to do and Why.

Geiler: The town is a member of the Massachusetts Municipal Association. If we haven't contacted them to see what they have, then we should.

Chris Kehoe leaves the meeting at 3:45 pm. Alan Feltham as Vice Chair takes over the meeting.

GMD Updates:

Trovato:

- Business is high paced right now and trending in a positive direction. Not just Hyannis, in the Villages too.
- EDSAT Workshop scheduled for Tuesday, May 26th at the Town Hall. EDSAT Submission hand out (Exhibit E).
- Working on prospects for renewing our 'working façade' program. We are bringing the program back through our CDBG program. Once they see others improve their façade, they want to too.
- The BID is in charge of beautification of downtown, this is an annual undertaking.
- Working on scheduling a June meeting with Commercial Brokers, more outreach with the private sector.
- Smarter Cape Summit May 6th – the main focus this year is on Housing.

New businesses coming in are more minority based. Town Manager, Trovato and Chief of Police went on a Brazilian radio talk show. Trovato was interviewed to let the Brazilian Community know what we offer). A New England Brazilian Chamber of Commerce has been formed (one focus is helping Cape Cod).

Trovato attended a Mass Office of Travel & Tourism (MOTT) Meeting re: International Tourism. Copies of the presentation to be emailed out to the Commission (Exhibit F).

Highlights from the MOTT presentation;

- MA ranks #8th for Tourism in the Country
- Arts and Culture related travelers are the highest spending travelers
- 44 International destinations come into Boston everyday
- New direct flight services (Tel Aviv, Mexico & Shanghai) coming into Boston this spring

Old Business:

Zoning / Regulatory:

Geiler: Would like to see more forward movement in this endeavor (zoning/regulatory).

Other:

- Olympic Committee: There is talk about the Olympics coming to Boston in the next 6-8 years. We don't want to miss out on it.
- Bridges: Everything economically will be lost if we lose one of those bridges. There is ongoing conversation about a third bridge or a private party option. It is a huge conversation and issue.
- Each EDC member to come up with 2 ideas to promote Economic Development for each meeting. Example: People should bring their ice skates as well as their bathing suits to the Cape.

Johnson: Sent a letter to the Hyannis Chamber of Commerce. Johnson read the letter out loud. (Exhibit G).

Motion made by Geiler to adjourn. Motion seconded by Johnson. Meeting was adjourned at 4:16 pm.

Next BEDC meeting May 26, 2015.

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

Exhibit A: Agenda dated April 28, 2015

Exhibit B: Minutes from the March 24, 2015 meeting

Exhibit C: Cape Cod Times Smarter Cape Summit Article dated April 28, 2015

Exhibit D: Draft Town Council Ask - Marketing Plan

Exhibit E: EDSAT submission

Exhibit F: Travel and Tourism MOTT Presentations

Exhibit G: Johnson's Collaboration Letter to the Hyannis Chamber of Commerce

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> ***