



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

www.town.barnstable.ma.us/economicdevelopmentcommission

**EDC Meeting Minutes
January 26, 2016**

Members Present: Hank Farnham, Alan Feltham, Chris Kehoe - Chair, Hartley Johnson, Ted Wurzburg

Absent: Tom Geiler, Jonathan Gilmore

Also Present: Elizabeth Wurfbain – Hyannis Main Street Business Improvement District (B.I.D.), Jo Anne Miller Buntich – Director, Growth Management Dept. (GMD), Michael Trovato – Economic Development Specialist GMD, Stacey Peacock - Administrative Assistant

Chris Kehoe called the meeting to order at 2:34 pm.

Hyannis Main Street Business Improvement District (B.I.D.) Update - Elizabeth Wurfbain: The B.I.D. is a physical district/area. The property owners & businesses of Main Street were looking for one voice to address urban issues, this is my role. There are 14 Members of the B.I.D. Executive Board (property owners).

Johnson: Are there zoning restrictions in this area?

Wurfbain: Town has zoning (there are restrictions). They will be looking at zoning this year & there will be a committee to address it. It's time to look at the zoning - the world is changing, Main Street is evolving. Retail is being pressured, unless you have something specific to offer. Pressure is due to internet shopping. Restaurants are doing well, people need to get out and be social. Rick Penn says, 'Experience is the thing'.

Map on handout was looked at for zoning (Exhibit C – Gateway Medical District Zoning Handout)

Wurfbain: Every property owner has to be a member of the BID. The state requires a vote every 5 years on whether to keep the BID and then we have to have a 3 & 5 year plan. We are governed by a charter of state and national regulations. We receive .003 percent of the property tax and we have a cap of \$4,000. The BID concentrates on five areas; Safe, Clean, Marketing, Capital Improvements & Business Development. Every year we have a visioning meeting, recent items include the Airport Rotary (clean up) & moving the homeless shelter.

Kehoe asked for a status on the shelter

Wurfbain: The BID got very involved in the Main St. Initiative Committee. We were told the shelter needs day services to give people something to do (reduces wandering) so we have been working on day services. Next step is to move the shelter a little out of the eye but not too far away. We formed a working group to meet weekly until we get this done. It needs to be convenient to social services. We have shown that the homelessness problem is hurting us economically. The state visited yesterday to talk about it. The agencies are discussing it, previously it was taboo. We have a unique situation because we are a Gateway City & a Tourist Destination.

Kehoe: There are 10 or 11 closed or vacant businesses. Does the BID market these empty spaces?

Wurfbain: I work with realtors & owners of the properties to make them more marketable ie. International Inn – condo opportunities. K.D.'s High End burger place is retrofitting into already existing former Tommy Doyle's spot.

Yoga & Reiki businesses are actively looking to come in. The Hibbel building is vacant and there are opportunities for that.

Kehoe: Does the BID have a specific marketing committee or approach?

Wurfbain: We make Main Street as great it can be, so it will be attractive for people to come – it's the image we project (safe, clean). We have a Welcome Packet (Exhibit D). When they come here, they are looking for eclectic & foot traffic. They know we're not Mashpee Commons. C'est La Vie came here because rents are lower. Would like to see more housing here on Main Street (apartments above the store).

Feltham: What about the parking issue?

Alternate Parking Ideas Discussed:

- Parking structure (Salem has one which is not town owned or operated it is outsourced).
- Shuttle Busses
- Offsite Employee Parking

The town is working on parking in house. They put out an RFP for a parking management plan and have contracted with Nelson Nygaard for this. Nelson Nygaard worked on the Salem project as well.

Wurfbain: Main Street (B.I.D.) aren't believers in the subsidized piece, they want it to occur naturally. We love jobs and market rate housing - retail follows residential. You're right, it can't be bottom level jobs. We need professional wages.

Kehoe/Johnson would like to attend a B.I.D. Board of Director's meeting to present the marketing plan.

Wurfbain: What is the Marketing Plan / Branding Strategy?

The Marketing Plan concept explained for Elizabeth.

Kehoe: We want to hire an outside firm to market companies to come here. We don't need more low paying service jobs, we need professional & higher paying year round jobs.

An invitation was extended and accepted to Elizabeth Wurfbain to be the B.I.D. liaison to the EDC.

Economic Development Update:

Trovato:

- Cape Cod Commission, working with them;
 - GIZ needs to be renewed
 - Potential Regional commercial Center on Rte. 132
- Commercial Façade Improvement Program: 17 applicants, 15 are moving forward with projects. This is through HUD with CDBG Funds. We are at the pre-approval stage for final awards.
- Met with the MA Office of Business Development to make inquiries regarding potential incentive programs.
- Viewpoint (E-permitting) is starting to go online. Not live to the public yet. The building dept. is entering information into it. They are hoping to go live to the public before the summer.
 - E-permitting is starting with plumbing, electric and gas
- Open Budget gives the public access to budget information online. Access through Town website.
- EDSAT workshop this Friday at noon at Town Hall.
- Economic Development Handout (Exhibit E – Economic Development) Innovation Based vs Traditional
- Parking Management Plan – Nelson Nygaard has been contracted

Old Business:

G.I.Z. (Growth Incentive Zone):

Miller Buntich: The Commission extended GIZ permissions for 18 months to work on amending the GIZ to make zoning a little more simple and clear. The Cape Cod Commission will be giving a presentation to the Planning Board Monday, February 8th at 7 pm. Jo Anne invited the EDC to attend this meeting.

Zoning: Iyannough Road Eastern Section Zoning

Miller Buntich: Amending the zoning to add uses to what was already allowed in the Medical Services zoning (per Farnham & Geiler). Would like to add to existing uses; banks, restaurants & retail.

Farnham: Tom had asked to have something prepared so we can go back to the property owners with it.

Miller Buntich: This is what is up for question. In the Gateway the Hyannis set back is 60 ft. Do you want to keep it the same or change it? If you are on a property that has frontage, the current set back is 60 ft. The question is 'Do you want to keep it, reduce it or eliminate it?' Anyone who already has a building won't be effected – just new construction or renovations will be effected.

Farnham will ask the property owners about the set back and report back to Miller Buntich.

Request for Proposal (RFP) Marketing Plan:

Budget process

Miller Buntich: Request for funds gets put into the budget then the council votes. We're going to finalize the RFP and get a number of what it will cost, so we can go forward with a money ask.

Budget/Estimate and Timing is a concern for the EDC

Miller Buntich: If we are looking at a project, we pass it around with peers to see what it will cost (for the budget). It would be good to finish the RFP today. Once we have the budget number & if it gets voted on/accepted, the funds would be available 7/1/2016. Then we would start the procurement process. If you are comfortable with this I can get a number.

RFP discussed, minor changes made to the RFP. Budget and Procurement process explained.

EDC requested Miller Buntich to obtain budget numbers/estimate for the Marketing Plan to create the budget package for the RFP.

Parking Management Strategy:

Miller Buntich: We have contracted with Nelson Nygaard for parking management strategy. They have an international reputation, they are very experienced. Direct follow on to the Urban Land Institute Technical Assistance Panel. Mass Development funded that panel and they are very happy that it has progressed like this.

We are going to set up focus groups for this project. How does this group want to participate in this process? We can put an EDC member slot, then whatever member wants to show up to the meeting, can.

Marketing Plan & Funding:

Johnson: Does the town have a grant department or writer?

Miller Buntich: Each department is on it's own, we write a lot of the grants. (EDC) Needs to decide which way to go with funding. If we are going to search around for grants we need to have a number, look for a grant, apply and get the grant (longer process) or go directly to the Town Council and make an ask for the money.

Johnson: Town Council developed a strategic plan (2014) which includes a Welcoming Committee. Do you know about that?

Miller Buntich: I do not know about that, maybe check with your Town Council Liaison about that? We support the Town Council's Tax Increment Financing Committee and following a suggestion from Elizabeth Wurfbain and working on the CDBG funded Commercial Façade program. When we talk to developers the biggest help is to try to streamline the process for them and make it simpler which we will continue to do.

Johnson recommends developing an acquisition/relocation team to meet with people about relocating here.

Farnham: I worked on an inventory/survey of Businesses on Main Street a few years ago.

Miller Buntich: We had to do that for GIZ compliance. We work with the Commission over the years for ways for compliance. We rely on Elizabeth for that information.

Wurfbain: If you go to the B.I.D. website all of the information is on there www.hyannismainstreet.com.

Johnson: We may not have a definitive number at this time. The estimate may not include some of the things that will come up for this project. We're at the point where we have to develop the product as it is.

Miller Buntich: You might need to break the project into parts/phases, if more work needs to be done, once the project gets going.

Kehoe: We went to the Town Council 1.5 years ago. It seemed that every Councilor was on board.

EDC Brainstormed who to talk with: The Cape Cod Commission (meet with Paul Niedzwiecki), The Cape Cod Chamber of Commerce, Ed Lambert.

Discussion on Marketing Plan including the purpose/goal and potential sources of support.

New Business:

EDC Member Site Visits January – None reported.

Cape Cod Healthcare: Kehoe not able to meet with them to date.

Liaison Assignments:

Cape Cod Commission: Roy Richardson to be invited

B.I.D.: Elizabeth Wurfbain accepted liaison invitation this date

Hyannis Chamber: Chris to find a liaison in the next week or so

EDC agreed it was very important to keep an eye on the budget deadline.

Public Comment: None

Approval of Meeting Minutes (Exhibit B): *Motion made by Feltham to approve the minutes of December 22, 2015 as written – the motion was seconded by Wurzburg. Vote: All Aye*

Motion to adjourn: The EDC, having no further business, was made by Wurzburg and seconded by Feltham adjourned at 4:22 pm.

Next BEDC meeting February 23, 2016.

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

Exhibit A: Agenda dated January 26, 2016

Exhibit B: Minutes December 22, 2015

Exhibit C: GM Gateway Medical District Handout

Exhibit D: B.I.D. Welcome Packet

Exhibit E: Economic Development Handout

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> ***