



Town of Barnstable
Growth Management Department
Economic Development Commission

www.town.barnstable.ma.us/economicdevelopmentcommission

EDC Meeting Minutes
August 23, 2016

Members Present: Alan Feltham, Chris Kehoe - Chair, Hartley Johnson, Hank Farnham, Tom Geiler

Absent: Ted Wurzburg, Michael Schulz

Also Present: Michael Trovato – Economic Development Specialist, Councilor Steinhilber, Elizabeth Wurf Bain – Hyannis Main Street Business Improvement District, Stacey Hurwitz - Administrative Assistant

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

Approval of Meeting Minutes: *Motion made by Hank Farnham to accept the minutes of March 22, 2016 as written, the motion was seconded by Hartley Johnson. All Aye. Minutes were accepted as written.*

Growth Management Department (GMD) Update: Mike Trovato

- Ascend Hotel Collection is looking to acquire the America's Best Value Inn at 206 Main Street. They want to increase rooms from 86 to 96 and do major renovations. They would be seeking special permit for relief on height, landscape and parking.
- The Furman Building (across from the Train Station) is up for sale.
- Audi Cape Cod Grand Opening on September 7th.
- State Listening Tour on September 9th at Highfield Hall in Falmouth. State Legislators from the Joint Committee on Tourism, Arts & Cultural Development to be present at this meeting. The event is hosted by Cape Cod Chamber of Commerce.
- Plastic Bag Ordinance goes into effect October 3rd. Reminders have been sent to all businesses in town. Regulatory Services is involved in the compliance of this ordinance.
- The RFP for a marketing consultant has been submitted to the Town Manager for his review. GMD is looking for consulting firms that would price this so a budget can be set.
- Gateway Medical District Zoning Amendment is going in front of the Planning Board for discussion on September 12th.

Election of Officers:

Tom Geiler moved to delay the Voting of Officers for one month. Hartley Johnson seconded the motion. All Aye. The Voting of Officers is delayed one month until the September meeting.

Discussion on Pending Projects:

Economic Development Commission (EDC) discussed pending EDC projects. Members speak to the slowness of projects getting to the next level. In order to minimize frustration & maximize getting projects done, the EDC would like better communication between the EDC & Departments (Growth Management, Town Manager & the Town Council.)

Councilor Steinhilber clarifies his role as the liaison to the Commission.

Elizabeth Wurf Bain arrives at 2:50 pm (she comes and goes sporadically throughout the meeting).

Farnham: Boards & Advisory Committees input is not welcome due to management wanting to control what goes on. I'm sure it will change with this Town Manager, way back, every meeting we were excited because we had things going on. Over the last 15 years the managers have ruled with an iron fist & the department heads were afraid to make decisions, so we lost flexibility. The EDC needs to have the ability to influence Growth

Management. We need to explain to the Town Manager the things we capable of doing. Right now we are not involved with anything that goes on.

Geiler: The Council & the Manager have specific duties they have to address. There is discussion this year about changing some of that but right now they are doing what they are supposed to do.

Councilor Steinhilber: There is a new Manager, there will be changes in how departments are run. It is being worked out right now.

Kehoe states he will invite the new Town Manager to a meeting to discuss the Marketing Plan. The EDC can ask him what he wants from us & voice the concerns that we have.

Farnham re-iterates the Chair & Vice Chair should meet with the Town Manager & Town Council President, during the important stages of the budget development.

New Business:

Administrative Code: (Exhibit F)

Feltham has yet to see the Town Council come to the EDC or run things by the EDC. Nobody has come to the EDC for help.

It is established that if a business comes to town they will be going to Growth Management Department, not the Town Council.

Kehoe & Feltham to meet with the Town Manager to request GMD give EDC the information on all economic development projects in town.

Kehoe will invite the Town Manager – Mark Ells to the EDC's September meeting to ask him;

- 1) What is EDC's role?
- 2) How to proceed with the Marketing Plan?

Town Council Strategic Plan:

Councilor Steinhilber: The Town Council has a Strategic Plan workshop scheduled on September 24th. Councilor requests feedback from the EDC to bring to the workshop. He needs feedback by the third week of September.

Johnson stated he would like to see the Town Council report on the Strategic Plan. Councilor Steinhilber & other EDC members respond that it is included in every Annual Report, as part of the budget.

The EDC agrees to review the Annual Report & Strategic Plan & give Councilor Steinhilber feedback for the September workshop. The EDC to have feedback submitted to Stacey by the end of the second week of September (16th).

Johnson objects to giving input to the Town Council for the Strategic Plan because he feels it is just words and he is looking to get things done (action) in order to get more jobs here.

Day & Times of Meeting:

Farnham asked what can we do to make this Commission more interesting? To get people to show up?

Councilor Steinhilber: We (the appointment committee) let people know what time the committees meet. I have gotten feedback from people that 2:30 pm in the afternoon is a difficult time for most people.

The meeting time of 8:00 am on the 4th Tuesday of the month discussed. EDC filled out a survey of meeting times / alternate days of the week. Stacey to check room & video availability for a time change to 8:00 am.

Old Business:

Grant Opportunities Letter & Updates: (Exhibit G)

Letter is briefly discussed by the EDC – the goal is to get funding for an unbiased review of Zoning & Regulatory. EDC members agree to review the funding letter & send revisions to Stacey for discussion at the September meeting.

Request For Proposal (RFP) – Marketing Plan Updates: (RFP - Exhibit C)

The Marketing Plan: Also known as the Business Attraction Expansion Retention Strategy.

Feltham states the title is important. He suggests the title be changed to: Determining Barnstable's Competitive Advantage. He reads the RFP handout and thinks we are in good shape with the document.

Councilor Steinhilber states the EDC is on the right track timewise with the Marketing Plan. He did not envision it happening until after July (new Town Manager / fiscal year). It's at the top of the Strategic Plan. Advises the EDC to talk to Procurement, whose job it is to put an RFP out.

Johnson asks why the marketing plan wasn't included in the FY17 budget? Councilor Steinhilber responds it would be an appropriation this year.

Zoning: Hyannis Medical / Gateway Services Updates:

Gateway Medical Zoning Amendment Discussion is on the Planning Board agenda meeting for September 12th. Geiler & Farnham will be in attendance at the September 12th Planning Board meeting. Kehoe will also attend.

West Main Street Zoning will be getting looked at next. Plans for the East End discussed. EDC believes pieces of Rte. 132 & Rte. 28 should also be looked at.

Suggested Future Speakers:

September – Town Manager, Mark Ells

November – Richard Elrick Town of Barnstable, Energy Coordinator

Hyannis Main Street Business Improvement District Update: Elizabeth Wurfain

- Police hired CSOs (seasonal). They also hired someone to work closely with the homeless.
- Community Service Officers (CSO) season is being extended. They will be back next year.
- A task force is coming together - social services need to communicate with each other.
- Possible market rate housing coming to downtown. Would bring some economic development jobs.
- Wants housing that is affordable, not necessarily affordable housing. There is potential for development around Rte. 132 - like Mashpee Commons, just talk right now.
- The Patch & Hyannis News paint a negative picture of Hyannis. She would like to see positive press as part of the Marketing Plan.

Farnham made a motion to adjourn, seconded by Feltham. The meeting was adjourned at 4:12 pm.

Next BEDC meeting September 27, 2016.

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

Exhibit A: Agenda dated August 23, 2016

Exhibit B: Notes from July 26, 2016

Exhibit C: RFP Draft

Exhibit D: FY 2015 Strategic Plan

Exhibit E: Offices & Standards – Administrative Code

Exhibit F: EDC – Administrative Code

Exhibit G: Grant Letter Draft

Exhibit H: Minutes dated March 22, 2016

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> ***