



Town of Barnstable
Planning & Development Department
Economic Development Commission

www.town.barnstable.ma.us/economicdevelopmentcommission

EDC Meeting Minutes

December 5, 2017

Members Present: Chris Kehoe, Hank Farnham, Alan Feltham, Joyce Flavin, Hartley Johnson

Absent: Tom Geiler, Michael Schulz

Also Present: Mark Ellis – Town Manager, Stacey Hurwitz - Administrative Assistant, Elizabeth Wurfbain – Hyannis Main Street Business Improvement District

Chair Chris Kehoe called the Economic Development Commission (EDC) meeting to order at 8:05 am.

Minutes: Motion made by Johnson to accept the October minutes as written. Seconded by Feltham. Vote: Aye – All.

Election of Officers:

- Motion made to nominate Chair: Chris Kehoe nominates Alan Feltham. The nomination was seconded by Hartley Johnson . Vote: All Aye.
- Motion made to nominate Vice Chair: Alan Feltham nominates Chris Kehoe. The nomination was seconded by Hartley Johnson . Vote: All Aye.

Discussion:

Mark Ellis: ED Coordinator update; looking at the structure for Fiscal Year (FY) 19 we might end up with both Economic Development positions. We are in second interviews now & we will be making a decision. The Town Manager's office will have a representative in the final interviews. This will interface with our office regularly. We may look to augment with some special expertise with consulting. We are looking for a stronger presence through the Coordinator but if we lose the Specialist position we are going to lose the boots on the ground with the business community especially as we streamline our permitting process.

Feltham: We need to take an introspective look at us. How do we change & what to do differently? I sent out a self-audit and didn't get much of a response. Would like to take a look at this in January.

Johnson: I support your (written) comments, Alan. It is a good analysis of where we are. I think we have to challenge some things along the way. Suggests the EDC put on some workshops, solicit new members & diversify industry.

Feltham: We need to remember we are advisory, we are not policy makers. We need to keep that in perspective.

Flavin: How do we position Johnson's ideas? Or do we do anything with them? What do you mean by diversity?

Johnson reviews statistics for average wages put out by the state (2014) - 50% of our town population are involved in tourism, which is low income. It is a vulnerability that needs to be addressed. Diversity of industry (branching out from tourism) into higher paying jobs. We are dependent on things being okay, what happens if a hurricane devastates us like Puerto Rico?

Kehoe: The fact 50% of the population have the lowest economic jobs is a glaring issue. The new ED packet with a checklist, e-permitting; those are great tools. We need to work on one or two things & get things done incrementally.

Johnson: It takes 10 minutes to get anywhere on the Cape. How would you like to be home in 10 minutes? That is a good selling point for people off Cape.

Kehoe: It is easy to navigate here, easy to get to the beaches. A good plan is money well spent, and Barnstable has a good plan (for infrastructure). What is happening with the Cape Town Plaza? If someone buys the lease to redevelop that plaza, that would be a huge opportunity.

Ells: So much of what you are saying, we are doing. I am constantly looking at who is doing what & how we can position ourselves to take advantage of what we have on the Cape. I think we have taken a few steps back, some of our young people aren't here in the summer so we have had to augment with a different labor pool. I think if people come down here and see what their money can buy them here (Hyannis) especially in housing. It is beautiful here. We are working with the Airport & the Cape Town Plaza (7 years left on the lease). They hold a lot of important real estate. When we talk to professionals in various fields, there is a real interest in coming to a place like Cape Cod. I spoke with our new Assessor. He lived in Walpole & worked in Medford now he drives to work from Harwich & he feels like he is on vacation everyday coming to work because he is not sitting in traffic. The biggest thing we can do together is for you to understand where we are going and what our financial situation is. It's about quality of life, sound financial base, strategy, communication to our population; a typical strategic plan. I think it is important that we have written objectives for the Economic Development Coordinator so we have goals and expectations from the start. The same thing here, we should establish objectives for the next 12 months for the EDC. Ells speaks to the the High School going to the state to get an Environmental Program going, 2 years after that it translates into college opportunity. People are looking to come here - I think there is a very different view of us.

Johnson: My issue is that we have strategy but it is never converted to action. I see some change with you here. Communication of what you are doing is vital to us, so we can see that some of the things we bring up, have results.

Ells: Absolutely but you have to have those objectives, so we can have a measurement. If we are not getting there we have to find out why. The EDC discusses communication at the town level (inter/intra departmental).

Discussion Points / Agenda Items:

- Incentives for businesses: To come here & to stay here.
- Objectives: 2017 & 2018 Objectives (as a future agenda item) & how they fit into the strategic plan
 - Permitting Process - streamlining
 - Share the EDC Objectives with the Town Manager
 - January Meeting: the EDC asks for the Town Manager & Eric Steinhilber to be in attendance
 - February-March: Paul Niezdwiecki, Wendy Northcross, Maria Marasco
- Hank Farnham would like someone from the EDC to sit in on Site Plan review. You would have the ability to discuss topics but no vote. It would be helpful for us to see & understand the process as an observer.
- Grants/Grant Opportunities. Mass Works Infrastructure Grant discussed. There is no town grant writer.

Ells speaks to what has been done with the permitting process & site plan review. He states with communication & understanding the EDC can help with big picture objectives. Ells: There used to be a monthly meeting of the Chairs of all the Boards/Committees (BCC). As a department head I would speak about the projects that were going on in my department. It was helpful to have the Chairs understand what is going on. It is critical for a town of our size to be clear on what exactly we are doing with the resources we have & what our objectives are. The EDC asks if the monthly meeting of BCC could happen again? Ells states it would be beneficial if that happened.

The EDC discusses job creation. Johnson asks about impact of certain variables in the town.

Ells: Barnstable is different than so many other cities & towns. He heard an off Cape city leader outside of Boston and he said he would take 'Any & All opportunities'. I cannot see us compromising our quality of life here to open it up for Any or All. We need to accomplish the objective while at the same time protecting what we already have.

Feltham suggests EDC strategy: Let's hear from the Town Manager, Eric Steinhilber & Mark Milne. Listen to core management in January & February, then in March we have the conversation on our 2018 Objectives.

Ells: For FY 19 I will bring in our ED objectives for you to review. You may not agree with them. In January or shortly thereafter we can share what we are going to do for FY19. We are always 18 months ahead on the budget planning process. You input is always welcome. We have a good sound financial base (it is important for you to hear that from Mark Milne). It's our job to make sure all the pieces fit so we maintain the quality of life in Barnstable.

The EDC discuss speakers they would like to see here in the next few months. Meeting adjourned at 9:18 am

Next BEDC meeting January 2, 2017 at 8:00am

List of documents / exhibits: Exhibit A: Agenda dated December 5, 2017. Submitted, Stacey Hurwitz, Administrative Assistant
Public files are available for viewing in the Planning & Development 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 www.town.barnstable.ma.us *