



**Town of Barnstable
Planning & Development Department
Economic Development Commission**

www.town.barnstable.ma.us/economicdevelopmentcommission

EDC Meeting Minutes

May 1, 2018

Members Present: Hank Farnham, Alan Feltham, Hartley Johnson, Chris Kehoe, Hector Guenther

Absent: Joyce Flavin

Also Present: Todd Deluca – Greater Hyannis Chamber of Commerce, Elizabeth Wurfain - Hyannis Main Street Business District, Stacey Hurwitz - Administrative Assistant

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

Todd Deluca: President /CEO, Hyannis Area Chamber of Commerce: Deluca's background is in large companies (high speeding ink jet presses) and owned an educational software company.

What a chamber does: We have had a 30% loss in members over the last 5-6 years. It is a trend in the Chamber world. Key benefits of Chambers have been lost with the digital world & we have also become somewhat lazy. Chambers used to provide health insurance & networking and most of that is done online now. Chambers of Commerce bring businesses together to build business networks, they were organized to advocate for businesses. Membership is voluntary. Businesses join for civic responsibility, if they invest in the Chamber they feel like they are investing in the community. Businesses join to increase their membership/clients, and to create a brand / trust with the consumer. Roles of the Chamber 1) building business exchange 2) visitor & convention bureau 3) provide economic development guidance/leadership. We haven't been focused on economic development (ED) here. Successful ED requires an ED Strategic Plan - which identifies strengths & weaknesses, developing policies to overcome weaknesses, business incentives, identifying available land and then establish marketing plan to recruit businesses not currently in the area.

Deluca believes the Blue Economy is a strong market right now. Our strength is the ocean. In Barnstable we have to be much more strategic with the Blue Economy to get people who would want to locate in Woods Hole to locate here. We need to identify what is available for development, workforce, cost of labor, housing, childcare & education, quality of life, the ease of doing business & regulation control. Baker has gone from C- to A in ease of doing business in Massachusetts by getting rid of regulations that hindered the process. We have to make sure we don't replace those efforts with additional regulations.

Feltham asks for clarification on the name - to be more inclusive of the other villages, the name is now the *Greater Hyannis Chamber of Commerce*.

Kehoe asks the Deluca to explain initiatives he put in place in the last 3 months of being the CEO.

Deluca: We have upgraded our systems, we went to a cloud based system (safer, cheaper & provides more visibility), we implemented a member information center (online), we are working on finding a Hyannis Member/Visitor site. We are starting a new educational program, a new networking program, trying to give a forum for people in the same industry to connect to each other.

Johnson highlights his marketing plan & the problems he sees with a tourism based economy. Most of the money that comes in from the state goes to tourism. There is a cost of tourism that the town hasn't quantified – it stresses our economy. He wants to outreach to businesses in the non-tourism industry. Seasonal & year round jobs can co-exist but there has to be a huge push to entice Blue Economy & other industries here. The ED growth of this town is going to come from the private sector. Johnson suggests a collaborative effort between the EDC and the Chamber to reach out to businesses.

Feltham: Agrees with the comment 'the private sector will drive ED' - it is the nature of democracy. The public sector's job is to set the table. One of the big things we don't have here is higher education opportunities. Feltham voices concerns about crime etc. in Hyannis.

Wurfbain: Setting the table - is very strong with mitigation. Mitigation is an antidevelopment mentality, it is something to be looked at. The Private sector always leads development, the town is here to support it. The role of the town is different than private business. If a business wants to find a location where do they go first? Downtown, which is different in February than in May. Tourism & a beautiful setting is what we have here. We want a year round community / jobs. People look for year round vibrant communities that have a walkable downtown.

Deluca came from two blighted communities & saw those communities come around and thrive. Deluca states tourism increases the quality of life for locals with access to restaurants & entertainment they wouldn't otherwise have. The only way to have a year round community is to diversify industry.

Kehoe speaks to mitigation. If a builder has to build infrastructure in Dennis in order to build a development in Barnstable, that isn't right. The towns should be doing this (infrastructure). Kehoe suggests a creation of Economic Development Corporation.

Wurfbain leaves the meeting at 8:35 am.

Farnham: The past 2 Town Managers thought mitigations were a good idea. Farnham describes Circuit City mitigation as horrific & Chad Doe mitigation with the housing development by Cape Cod Hospital. Chad Doe stated he would never do another project in Barnstable. The Town Manager says we need an additional 2 million dollars a year - that is our goal. He speaks to incentives: TIF program (Tax Increment Finance Program), we have only ever had 7-8 TIFs. We have incentives but over time people forget about it.

Feltham: Regulatory in the town has been a challenge the last 2-3 years. Things have gotten worse, not better. There is a reorganization of the Regulatory Department. We had a goal to do an audit of that department. Administration asked us to table that goal because the reorganization is in the works but in light of hearing additional complaints Feltham suggests the EDC should revisit the audit.

Kehoe: We have an ED Specialist, Peter Lent and maybe he can be on the EDGAR

It is stated that Peter Lent is from the public sector & Johnson expresses his disappointment in this.

Todd Deluca leaves the meeting at 8:48 am

Open Meeting Law & Ethics Training: Feltham reviews this requirement with the group.

Reappointments are discussed. Johnson is stepping down, he will not sign the reappointment form.

Minutes: Motion by Hector Guenther, seconded by Hank Farnham to accept the April 3, 2018 minutes as written. Vote: All Aye.

Workshop BEDC Objectives: Task Assignments / Time Planning

BEDC Joint Venture with Planning – Municipal Parking Garage:

Feltham suggests the EDC addresses the Parking issues with the Planning Board. It has ED impacts and it is an issue that it hasn't been tackled. Feltham suggests a possible Municipal Parking Garage.

Farnham: Speaks to previous plans for a public parking garage & parking studies. Farnham doesn't want to reinvent the wheel.

Other Items Discussed:

Parking Management: The EDC as an advisory committee, would like to see Planning & Development tackle Parking Mgt. The EDC speaks about parking and the paid parking lots which are empty.

Kehoe: The EDC should get involved in this discussion with Planning & Development, the RTA, Hy-Line (property at Scudder) and Cape Cod Healthcare.

Vineyard Wind: Feltham asks the group to research Vineyard Wind.

Feltham attended the Hyannis Civic Association meeting on Saturday regarding the project that would occur on the Twin Brooks golf course, to use the golf course land to put up a Symphony building. That land is permitted for 52 individual houses possible low income and density concerns are sited by the Commission. The open forum was well attended and there were strong opinions presented on this issue.

Zoning: The Town Council Subcommittee is reviewing the zoning in the HB (Highway Business) district.

Other Discussion:

Father's Day Car Show: June 17th small show Saturday night, big show on Sunday - 350 cars, 80,000 people will show up on Main Street Hyannis.

Discussion on email remarks:

Farnham addresses Johnson's email response where he talks about tax payer money funding marketing and advertising for the Chamber. It is not true. The advertising all comes from the room tax revenue. The room tax revenue is collected, goes to Boston and they send back the town's share. It's 100% user funded by the people that use the beds. Most of the money goes back into the general fund to the town. The town gives the Chamber money to promote everything in the town. It is used to protect the revenue stream in the town. There is a meal tax as well.

Johnson suggests the room tax be used to pave Rte. 149.

Kehoe: Some of the money does go to tourism but the bulk of the money goes to market the Town of Barnstable. We also distribute mini grants for different events that aren't tourism based.

Workshop: Primary Objectives for the BEDC - Advisory Role:

- Blue Economy
- Regulatory: EDC believes this item should remain on the list
- Zoning: Farnham & Guenther
- Higher Education: Feltham
 - Technical education, 4 year education

Feltham will write up the objectives formally & deliver them to the Town Manager & Town Council.

The EDC speaks to the challenges of the Sagamore & Bourne Bridges and also to Internet Connection.

Speakers: The EDC would like to invite Kristy Senatori of the Cape Cod Commission to the June meeting. The EDC believes speakers should be geared towards their objectives and there is value to speakers if we can get the information out to the public.

Kehoe makes a motion to adjourn, Guenther seconds. Vote: All Aye. Meeting is adjourned at 9:18 am

Next regular scheduled BEDC meeting June 1, 2018 at 8:00am

List of documents / exhibits:

Exhibit A: Agenda dated May 1, 2018

Exhibit B: Email handouts from Alan Feltham

Exhibit C: Open Meeting Law Training Flyer

Respectfully 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 **