



Town of Barnstable
Growth Management Department
Economic Development Commission

www.town.barnstable.ma.us/economicdevelopmentcommission

BEDC Meeting Notes
August 27, 2013

Members present: Chris Kehoe, Hartley Johnson, Jeff Craddock, David Wood
Absent: Roy Richardson, Alan Feltham, Sara Cushing, Jeannine Marshall,
James Poplasky

Quorum was not met; no votes taken.

Discussion on Municipal Marketing

Hartley stated that some of the basic principles of a business marketing plan could apply to the town of Barnstable in achieving the objective of job creation. He is looking for feedback from the committee regarding the creation of a marketing plan for the town.

Chris stated that the next step is to identify the customer; e.g. financial institutions and services, biomedical technology, insurance companies.

Hartley stated that when we focus on a particular group, we have to look at what's there and what the potential is for being able to attract some of that.

David stated that to market anything we have to have a good product. We need to address low wages, high cost of housing, fewer services and the cost of doing business in the town.

Hartley stated that we need to build our permanent population; need to build opportunities for younger people at a higher range.

Jeff said that there is already a lot of information out there and we need to make sure that what we're doing is a worthwhile endeavor and that we are not duplicating efforts. He suggested reaching out to the Chamber first regarding what they're doing to be sure we're on the right track.

Chris stated that we need to identify the customer first and then develop a marketing plan with that focus.

David suggested that we have a town motto to identify our philosophy and image. "Cambridge—opportunity, diversity, respect". This will be an agenda item for the next meeting.

Chair

Christopher Kehoe

Vice Chair

Alan Feltham

Members

Jeffrey Craddock
Sara Cushing
Hartley Johnson
Jeannine Marshall
James Poplasky
Royden Richardson
David Wood

Town Council Liaison

Jennifer Cullum

Also for the next meeting, Chris asked that each member come up with two or three viable industries around which we would develop a marketing/action plan. He would like everyone to include number of employees, contact information, education required, and any other pertinent details.

Hartley said that improvements to the marketing of tourism should also be looked at.

Chris suggested that a change to the BEDC charge be made to accommodate two additional permanent voting members from the Hyannis Area Chamber of Commerce and the Main Street Business Improvement District.

David recommended that a liaison be appointed to Site Plan Review.

Reports from Boards/Committee/Commission:

David Wood

- ♦ HHDC – nothing to report
- ♦ Water Board – Reviewing 10 year plan and setting rates. A new hotel is being developed by the harbor. The Water Board is going to request \$150,000 in mitigation from the developer for pipes for the irrigation system.

Jeff Craddock

- ♦ Waterways Committee – nothing to report; meeting is tonight

Hartley Johnson

- ♦ Airport Commission – Discussion on the affect of a potential sequester on the airport tower. They are considering a feasibility study for lounges and flight based operations in an effort to attract business.
- ♦ Finance Committee – Did not attend the last meeting. Hartley suggested that the Tax Increment Financing (TIF) be an agenda item for discussion for a future BEDC meeting.

Chris Kehoe

- ♦ Hyannis Area Chamber of Commerce – Continue to work on upcoming events, i.e., Spectacle of Trees, Halloween event (will be expanded to other villages next year), and annual dinner in October. Chris attended a meeting with the Cape Cod Young Professionals.

Public Comment:

Hank Farnham – West Barnstable

- ♦ A couple of years ago, Growth Management did an inventory and analysis of businesses in downtown Hyannis which would help in developing the marketing approach of the types of businesses the committee would like to pursue.
- ♦ At one time, there was an economic development coordinator who sat on Site Plan Review and this may be worth following up on.
- ♦ Suggestion for motto: “Barnstable—more for less”

Philip Wallace – West Barnstable

- ♦ Mr. Wallace stated that at one time he thought Barnstable had a motto “A place to grow”.
- ♦ Mr. Wallace talked about his views on mitigation.

Jeff Craddock suggested that cycling in Barnstable in relation to economic development be an agenda item for a future meeting.

Meeting adjourned at 9:20 am.

Respectfully submitted,

Marjorie Watson
Administrative Assistant

Next BEDC meeting scheduled for September 24, 2013

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> ***