



**Town of Barnstable
Planning & Development Department
Barnstable Economic Development Task Force
Meeting Minutes
December 7, 2018**

Members Present: Eric Steinhilber, President of Town Council, Elizabeth Jenkins, Director of Planning and Development, Andy Clyburn, Assistant Manager of the Town of Barnstable, Mike Trovato – Economic Development Specialist, Beth Marcus, Bob Cody, Mark Sexton, Jason Siscue, Dan Osala, Matthew Eddy, Roy Catignani, Ally Maloney, Chuck Kerry

Also Present: Arden Cadrin, Housing Coordinator, Planning and Development Department
Kathleen Thompson - Administrative Assistant

Eric Steinhilber called the Economic Development Task Force meeting to order at 12:03 pm.

Steinhilber welcomed everyone and stated that the strategic plan for the Town Council during the last couple of years has been to focus on economic development.

How do we:

-) Be more welcoming
-) Inviting of investment
-) Streamline permitting and regulation
-) Be more customer focused

Steinhilber reads the Committee Charge:

This is the Economic Development ADHOC Committee Presidential Task Force. The charge of this committee is to identify competitive advantages as well as internal to the Town and external market challenges to doing business in Barnstable. The group will recommend public and private sector strategies and actions to improve the business climate, promote job growth and diversity and new investment in Barnstable.

The Committee members introduced themselves.

Selection of Chair and Clerk:

Roy Catignani nominated Ally Maloney for Chair. Seconded by Matt Eddy. Aye all.
Ally Maloney nominated Matt Eddy for Clerk. Seconded by Mark Sexton. Aye All.

Committee Overview-Elizabeth Jenkins:

This Task Force is formed to create an interdisciplinary group from multiple sectors to help the Town of Barnstable to take a look at both internally and externally market factors to help us understand how we can do really great business.

1. Getting your perspective on why Barnstable is a really great place to do business. We are working with the Chamber of Commerce to do a kick off marketing effort.
2. Looking at potential barriers to doing business in Barnstable. Have a discussion to take us through a strengths and opportunities analysis and produce a set of prioritized and strategic recommendations to the Town Council for consideration.

Our goal is to get to a place that welcomes business and job growth to the Town.

Town Economic Development Overview-Mike Trovato:

Mike Trovato gives a power point presentation to view where Economic Development stands now so that we can discuss what it can look like in the future.

Goal of Economic Development-Improving the economic well-being of the community through:

-) Job creation and retention
-) Tax base expansion
-) Quality of life

Role of Government in Economic Development-Encompasses policies and programs that government undertakes in 3 major areas:

1. Meet broad economic objectives-High employment-sustainable growth
2. Provide services-Infrastructure-public amenities
3. Improve the business climate-business finance, marketing, neighborhood development, business retention and expansion and real estate development.

Approach-market driven, place based approach that builds on:

1. Our existing assets (quality of life, proximity to water)
2. A tradition of Entrepreneurship
3. Long term value to attract investment
4. Economic balance, diversity and sustainability.

Challenges-local economy

1. Private sector downsizing
2. Workforce housing affordable/available
3. Workforce readiness
4. Proximity to innovation based higher education institutions
5. Developable tracts of land (availability)
6. Environmental issues (groundwater-sensitivity)

Areas of Focus:

1. Regulatory process and permitting
 -) Zoning and regulatory review/reform
 -) Enhanced planning
 -) Project permitting coordination and guidance
2. Business retention, expansion and attraction
 -) Business development and assistance
 -) Marketing and PR
 -) Business outreach
 -) Initiatives & incentive programs (Local, State, Federal)
 -) Business resource tools (website, video, guides)
 -) Site availability
3. Downtown Hyannis redevelopment
 -) Growth Incentive Zone (GIZ)
 -) Parking management plan
 -) T.O.D./East end
 -) Mixed-Use (top of shop housing)
 -) Creative economy
4. Town assets and Infrastructure
 -) Roads, water, sewer
 -) Recreational & Cultural amenities (beaches, marinas, golf courses, HYCC, trails)
5. Public/private partnerships
 -) Chambers of Commerce
 -) B.I.D.
 -) Local business & civic groups
 -) Commercial real estate brokers
 -) Coastal Community Capital (CDFI)
 -) CCYP
 -) E for all (entrepreneurship)
 -) Cape Cod Commission/County
 -) State & Federal agencies

Economic Development Vision:

-) Help to nurture new and better jobs
-) Diversify the local economy
-) Attract desirable new employers and investment
-) Enhance earning opportunities for residents
-) Foster a superior quality of life within the region
-) Retain and expand existing businesses and jobs
-) Expand the community tax base

Opportunities:

-) Entrepreneurship
-) Blue economy sectors
 - Coastal resiliency
 - Innovative water/wastewater solutions
 - Marine sciences
-) "Gray" economy
 - Healthcare
 - Financial services
-) Commercial culinary
-) Property re-development/urban renewal

Elizabeth Jenkins spoke to the overview presented and how the Town is implementing programs and strategies across all departments such as an aggressive capital program to support roads and infrastructure, how to support our businesses, aggressive strategy approach to support housing through economic development, evaluating our regulatory process to make sure those things are business friendly. The meeting was then turned over to those attending for their reactions and suggestions as to how to make this committee productive.

Public Outreach Discussion:

Membership suggestions:

-) Invite a developer to get ideas on what they think when they come here.
-) Higher education expert to get input on stimulating entrepreneurship and technology.
-) Large employment already here such as CC Hospital or Sencorp to talk about what it takes to be here.
-) Commercial shell fishing community.
-) Tech Council or Savant.
-) Attorney to speak about what it's like today to close transaction.

Other comments:

-) Change zoning laws to make it easier to have housing for workforce needs.
-) Push for more lanes over the bridge.
-) Nitrogen issues on the Cape.
-) Address groundwater protection limitations while not using technologies of today.
-) Educate home owners mindsets who have "not in my backyard" mentality.
-) Historical Committee needs to change from control to guidance.
-) Attract businesses with higher paying jobs.
-) Redevelopment Authority for large scale projects for outside developers.
-) Traffic studies add large cost to developers.
-) Build housing with mitigation money.
-) Barnstable Conservation Committee is looking to regulate any land fill in flood zones. It would be great to delay this as the State is coming out with new regulations.
-) Cost of regulation-challenge regulatory groups in Town to ask "What can you undo?"

Public Comment: none

Next Meeting: January 18, 2019 at 12:00pm

Adjournment: Motion duly made by Ally Maloney and seconded by Roy Catignani to adjourn the meeting
Meeting adjourned at 1:30pm.

Respectfully submitted,
Kate Thompson – Planning and Development Department