



Board of Selectmen **Public Meeting Minutes** **October 30, 2018**

The regular meeting was called to order at approximately 6 p.m. in the Town Hall Hearing Room by Chairman Holcomb. Selectmen present: Tracy Post, Norm Holcomb, Mark Forest, and Michael Stone. Also attending: Yarmouth Town Administrator Dan Knapik; Yarmouth Assistant Town Administrator, Chris Dwelley; DPW Director, Jeff Colby; and Director of Community Services, Pat Armstrong.

1. Public Announcements & Comments

The Board of Selectmen issued a citation to Maureen Tuohy-Bedford, recognizing her work organizing the Town's Memorial Day ceremonies and 9/11 memorial ceremonies at the Yarmouth Police Department.

Vida Morris, resident, raised concerns regarding the cost of the proposed new middle school.

Mary Vilbon, Executive Director of the Yarmouth Chamber of Commerce, updated the Board of Selectmen on their recent Annual Awards Dinner where Jan Butler, long-time organizer for the Seaside Festival, won the award for Citizen of the Year. Canco Fire Sprinklers won the award for Business of the Year.

2. Regional Policy Plan Update

Kristy Senatori, Executive Director for the Cape Cod Commission, and Jack McCormack, Yarmouth representative to the Cape Cod Commission, presented an update to the Regional Policy Plan. Ms. Senatori explained that the plan is currently available to the public in draft form and she also explained that the Cape Cod Commission is looking for comments and feedback on the draft (public comment is open until 11/19). This will be the first time the Regional Policy Plan has been updated since 2009.

Ms. Senatori briefly reviewed the draft Regional Policy Plan and highlighted the important changes from the last version. She explained that the goal of the Regional Policy Plan is to balance a focus on growth in existing centers of activity while also protecting and preserving the region's natural resources. The vision of the Regional Policy Plan is: to accommodate mixed-use and multi-family residential development in a walkable, vibrant area; to preserve historic buildings and to provide diverse services; shopping; recreation; civic spaces; housing; and job opportunity, while providing adequate infrastructure and pedestrian amenities to support development.

One change in the updated Regional Policy Plan is the addition of performance measures to review how well the Regional Policy Plan is working to achieve its stated goals. Ms. Senatori explained that the 11 performance measures are: protected habitat, drinking water, sidewalk network, coastal water, historic resources, activity centers, high wage jobs, housing affordability, and floodplain development. Another new section in this Regional Policy Plan are recommended actions Cape Cod can pursue to achieve its regional goals. These actions included: regional housing strategy, regional capital planning, streamlined local comprehensive planning, climate resiliency planning, and threshold relief evaluation.

Selectmen Forest suggested that the Cape Cod Commission help provide towns with technical assistance in order to be able to update their Local Comprehensive Plans. Selectman Stone asked about the Regional Policy Plan's Technical Bulletins that are to be published soon. Ms. Senatori explained that those Technical Bulletins are currently being drafted and they will provide methods in which Development of Regional Impact (DRI) applicants can achieve the objectives of the Regional Policy Plan. The Board of Selectmen thanked Ms. Senatori and Mr. McCormack for their time.

3. Beach Reserve for Appropriations (RFAs)

Jeff Colby, DPW Director, and Pat Armstrong, Director of Community Services, presented a proposal to establish a beach capital improvement fund. Mr. Colby explained that the purpose of the Beach Capital Improvement Fund is to allocate a portion of the beach revenue out of the beach receipts to insure for the proper funding of capital projects and equipment for the Town of Yarmouth beachfront. It was explained that some of the projects this fund could be used for include: Run Pond culvert project, Bass Hole sheet pile project, parking lot resurfacing, entrance signs and internal signage, and replacement of restrooms and concessions with sustainable alternatives.

Selectmen Stone noted that he was uncomfortable with the fact that beach fees were raised on the notion that additional revenue was required for operation of the beaches, but now that additional revenue will be used for capital projects. Selectman Post supported the idea of having a Beach Capital Improvement Fund but urged the Recreation Commission to put a petitioned article in front of Town Meeting to approve the creation of this fund so it could be voted on by residents. The Selectmen agreed that the proposed policy is headed in the right direction but directed Town staff to follow the capital budget process with this fund.

4. Envisio Strategic Plan Implementation Update

Laura Hayden, DPW Administrative Assistant; Tara Monroe, Assessing Division; Mary Waygan, Department of Community Development; and Kathi Bailey, Director of Senior Services presented an update on the Envisio software to Selectmen. It was explained that the goal of this software/application is to provide Town staff with an easy-to-use tool to coordinate and track their work. The idea of the application is to seamlessly update the Board of Selectmen, Town committees, and the general public as to the Town's progress in achieving the Selectmen's goals for the Town. It was reviewed how these goals would be displayed on the application, as the goals of the Selectmen are broken down into focus areas and then into sub-actions on the application.

The Envisio Implementation Team was trained on the software and they then visited the different Town departments to train the department heads on how to use the software. Moving forward, Town departments will be updating project status weekly on the software, and there will be a rollout wrap up meeting with department heads to discuss how well departments are doing with using the software. The goal is to be able to launch this application to the public at some point in 2019.

5. Communications Plan Discussion

Chris Dwelley, Assistant Town Administrator, provided the Board of Selectmen with an update on the Town's Communications Plan. He reviewed how the Town has improved the layout and design of the homepage of the Town's website. Mr. Dwelley reviewed examples of other

municipality's websites and discussed how Yarmouth can use them as an example for how to design the layout of Yarmouth's website going forward. Re-designing the website and adding functionality to it would come at a cost to the Town of \$10,500. The Town is also currently working on implementing content management procedures to ensure that there are regular/consistent updates on the website.

Mr. Dwelley also reviewed the Town's current efforts on social media and explained that each Town department has dedicated a staff member who is authorized to contribute to the social media platforms. He explained that the Town is interested in starting to highlight the new employees who work for the Town in a public manner. This will likely come in the form of a fun informational post about the employee on the Town's social media pages. Mr. Dwelley also reviewed video media the Town has produced and used the recent example of the DPW Department producing a video on the Town's recycling efforts. Those videos will be stored on the newly created Town YouTube page.

The Town's interactive platforms were also reviewed, and Mr. Dwelley explained how the Town has worked to make information more readily available on the Town's website. He reviewed how the Town disseminates information on its annual budget on the website, and also reviewed upcoming interactive platforms such as the Zoning Portal and Envisio. Mr. Dwelley explained that the Zoning Portal will be published soon and will allow members of the public to attain zoning information for properties in Town. Envisio will also be launched to the public soon and will allow members of the public to stay up to date on the Town's progress in achieving Selectmen goals.

Mr. Dwelley also sought input from Selectmen on the idea of having a front desk at Town Hall staffed by tax-write off senior volunteers. The idea behind the front desk is to give Town Hall a personal touch and have a method of greeting visitors as they enter. Selectman Forest supported this idea. He also reviewed the Town's efforts to maintain consistency on the formatting of public information produced by the Town and explained the idea of creating templates to maintain a consistent branding for the Town of Yarmouth.

Selectman Forest urged the Town to improve communications on Channel 18. Mr. Dwelley responded by stating that new content will be created shortly for Channel 18 to display more positive news on the channel.

6. Mattacheese School Building Public Forums

The Selectmen discussed how they would like the upcoming public forums on the Mattacheese School building to be conducted (and what information should be presented). Selectman Post asked if it would be possible to have a way for people who could not be present at the meeting to call in to ask questions or provide input. Chris Dwelley responded by stating that the Town could set up a Facebook Live event to have that sort of interaction during meeting/events (the issue with this concept is how to moderate comments/questions).

Selectman Post suggested having informational handouts at the forums which indicated to voters how their tax bill would be effected if they voted either way for the new school. Selectman Stone agreed and stated that it is the Town's responsibility to educate voters on what the tax burdens would be if this school is approved. The Selectmen also suggested presenting information to the voters regarding other upcoming capital projects so they could weigh that in their decision as to how to vote on the new school. The Selectmen agreed to discuss in more detail the format of the upcoming public forums at their next Selectmen meeting.

7. Regional Agreement Response from Dennis

Chairman Holcomb read a letter from the Dennis Town Administrator regarding the Town of Dennis's response to Yarmouth's concerns over the funding of the new school. The letter stated that Dennis would be willing to pay for their portion of the Feasibility Study costs and also voted for the split of the new funding of the school to be based on foundation enrollment of the two towns. The letter requested a response from the Town of Yarmouth prior to the next School Agreement Subcommittee meeting.

Chairman Holcomb read the letter he wrote in response to Dennis's letter. Mr. Holcomb's letter reviewed the history of the Regional School Agreement and reviewed why the circumstances facing the Yarmouth and Dennis are much different now than when the Regional Agreement was formed. The letter also urged the two towns to work to a more equitable agreement which reflects the present day context/demographics of the two communities. The Selectmen discussed the possibility of placing an ultimatum on getting a response back from the Town of Dennis as it was noted that there was not enough time for a back and forth negotiation. Selectman Forest noted that it was important to include in the letter that the two towns were once very close to agreeing to a revised Regional Agreement but that progress has faltered in recent months.

MOTION: To move that the Board of Selectmen authorize the sending of a response letter to the Town of Dennis with the specified changes.

Condition: The draft letter must be approved by the Yarmouth Board of Selectmen before it is sent.

Motion by: Michael Stone

Seconded by: Mark Forest

Yea 4 Nay 0

8. Board of Selectmen

a. Board and Committee Actions

MOTION: To move that the Board of Selectmen appoint Ted Deckel as a member of the Golf Enterprise Committee through July 2021.

Motion by: Mark Forest

Seconded by: Tracy Post

Yea 4 Nay 0

MOTION: To move that the Board of Selectmen appoint Mark Hopkins as a Town of Yarmouth Representative on the Mid-Cape Cultural Council through June 2020.

Motion by: Mark Forest

Seconded by: Tracy Post

Yea 4 Nay 0

b. Approval of Executive Session Minutes for September 11 and September 25, 2018.

MOTION: To move to approve and hold the executive session minutes for September 11 and September 25, 2018.

Motion by: Mark Forest

Seconded by: Norm Holcomb

Yea 4 Nay 0

c. Upcoming Agenda Review

Selectmen requested an update from Town staff at a future meeting at how well the Town is accomplishing the goals set forth by the Board of Selectmen. The next Board of Selectmen meeting will be on November 13, 2018.

9. Town Administrator Items

Selectmen Forest left the meeting room at 9:30 pm.

a. Consent Agenda. Dan Knapik, Town Administrator, reviewed the donation requests on the Consent Agenda.

MOTION: To move to approve the Consent Agenda as presented.

Motion by: Michael Stone

Seconded by: Tracy Post

Yea 3 Nay 0

b. Town Administrator Updates:

Dan Knapik reminded residents that there will be an upcoming public meeting on November 1 at the Yarmouth Police Station to provide an update on the Center Street and Route 6A projects.

10. Adjourn

MOTION: To move that the Board of Selectmen adjourn the meeting.

Motion by: Tracy Post

Seconded by: Michael Stone

Yea 3 Nay 0

Meeting adjourned at approximately 9:40 pm.

Respectfully submitted,



Linda Dennehy

DISTRIBUTED MATERIAL AGENDA PACKET

- The 2018 Regional Policy Plan Presentation by Cape Cod Commission
- Memo to BOS from Director of Public Works and Director of Community Services dated October 24, 2018 re: Creation of a Beach Capital Improvement Fund
- Town of Yarmouth Envisio Strategic Plan Update
- Communications Update
- Mattacheese School Building Public Forum Presentation
- Letter to Chairman Holcomb from Dennis Town Administrator dated October 11, 2018 re: School Capital Costs
- Town Meeting Attendance Proposals
- Memo to BOS from Appointments Chairman dated October 10,, 2018 re: Golf Enterprise Committee Appointment
- Memo to BOS from Appointments Chairman dated October 23, 2018 re: Mid-Cape Cultural Council Appointment
- BOS Executive Session Minutes of September 11, 2018 (under separate cover)
- BOS Executive Session Minutes of September 25, 2018 (under separate cover)
- 2018 BOS Upcoming Agenda Items Schedule
- Memo to BOS from YPD dated October 22, 2018 re: Donation Approval Request
- Memo to BOS from YPD dated October 17, 2018 re: Donation Approval Request
- Memo to BOS from YPD dated October 24, 2018 re: Donation Approval Request
- Memo to BOS from Recreation Division dated October 22, 2018 re: Donations
- Memo to Town Administrator from YFD dated October 16, 2018 re: Gift
- Memo to Town Administrator from Libraries dated October 15, 2018 re: Donations
- Yarmouth Golf Membership Follow-up Meeting Flyer