

Town of Yarmouth

Per M.G.L.: All town and school boards, committees, commissions, and authorities shall post a notice of every meeting at least 48 hours prior to such meeting, excluding Saturdays, Sundays, and legal holidays. Notice shall contain a listing of topics/agenda that the chair reasonably anticipates will be discussed at the meeting.

Notice of Meeting

Name of committee, board, etc:	Community & Economic Development Committee (CEDC)
Date of Meeting:	February 25, 2019
Time:	4:30 p.m.
Place:	Room A Yarmouth Town Hall 1146 Route 28 South Yarmouth, MA 02664

Agenda

1. Tourism Revenue Preservation Fund
 - o Budget Update/Votes
 - o RFP Marketing Contract
 - o Physical Improvement Request – Drive-In Site Improvements
2. Town Fees for Special Events
3. Committee Member Updates
4. Staff Updates
5. Minutes for Review
 - o February 11, 2019
6. Upcoming Meetings
 - o Monday, March 11, 2019
 - o Monday, March 25, 2019
7. Adjourn

YARMOUTH TOWN CLERK

'19FEB21PM1:40 REC

Posted By (Name):	Kyle Pedicini
Signature:	<i>Kyle Pedicini</i>

Copies of documents and other exhibits listed here may be found in the Department of Community Development at Yarmouth Town Hall.



TOWN OF YARMOUTH

1146 ROUTE 28, SOUTH YARMOUTH, MASSACHUSETTS 02664-4492
Telephone (508) 398-2231, Ext. 1276, Fax (508) 398-2365

Planning
Division

MEMORANDUM

To: Community & Economic Development Committee

cc: Karen Greene, Directory of Community Development
Kathy Williams, Town Planner
Jeff Colby, DPW Director
Kelly Grant, Conservation Administrator

From: Jim Saben, Chairman

Date: February 19, 2019

Subject: Physical Improvements - former Drive-In Property, 669 Route 28, W. Yarmouth
Mulch & Stone Removal and Site Restoration

The Drive-In Site Utilization Committee (DISUC) would like to request funding of up to \$42,000 from Tourism Revenue Preservation Funds for physical improvements at the former Drive-In Site to promote the use of the property for events and festivals.

The proposed improvements would include removal of an approximately 40,000 square foot area of organic material/mulch located on the site, restoration of this area, and temporary relocation of a pile of stones to the outer perimeter of the open field (refer to the attached Aerial Map). The existing mulch pile resulted from the chipping of storm debris over many years and contains thick organic material which is soft and unstable, making it unsuitable for walking or parking. The stones are being temporarily stored on the site for future use in an artificial reef, but their current location is impacting full use of the property. The proposed improvements would increase the usable area of the site for events and make the site more attractive to event promoters. This was confirmed during discussions with event organizer Patrick McDonough, who has conducted two events at the site and has two more events in the works, the March 9th Irish Festival and a larger Country Festival scheduled for July 20th and 21st.

Town Staff met to review options for removal of this organic material, relocation of the large stone pile and development of cost estimates. Utilizing equipment prices procured by the Department of Public Works (DPW) for use on Town projects, the attached cost estimate was developed for the proposed work. The costs are estimated at approximately \$40,000 and include a 20% contingency. It may be possible to use Town equipment to offset some of these costs, but this will be dependent upon the availability of this equipment and other project commitments.

Per discussions with Stocchetti Road Construction, the proposed work could begin at the end of March which should provide adequate time to complete the work and stabilize the site prior to summer events.

It should be noted that once the organic material is removed from the site, it would not be available for processing and use as topsoil at the future Riverwalk Park. Town Staff discussed temporarily stockpiling the material on-site, but felt this would be difficult to move easily. A bulldozer would scrape the material over currently stable ground and using a front-end loader would be very time consuming. Although smaller in area, the stockpile would still impact use of the site and may be there for some time until the park is created. There would also be the cost to backfill and restore the excavated mulch hole, along with the future costs to process the material to make it suitable for use as topsoil. This processing would include on-site screening and augmenting with other soil materials, and off-site disposal of any unusable debris from the screening process. Lastly, the cost estimate also includes relocation of the stones which would be a short-term improvement as the stones will ultimately be used in an artificial reef. Town Staff is pursuing grant funding for the reef project, but the stones would not be removed until this fall at the earliest.

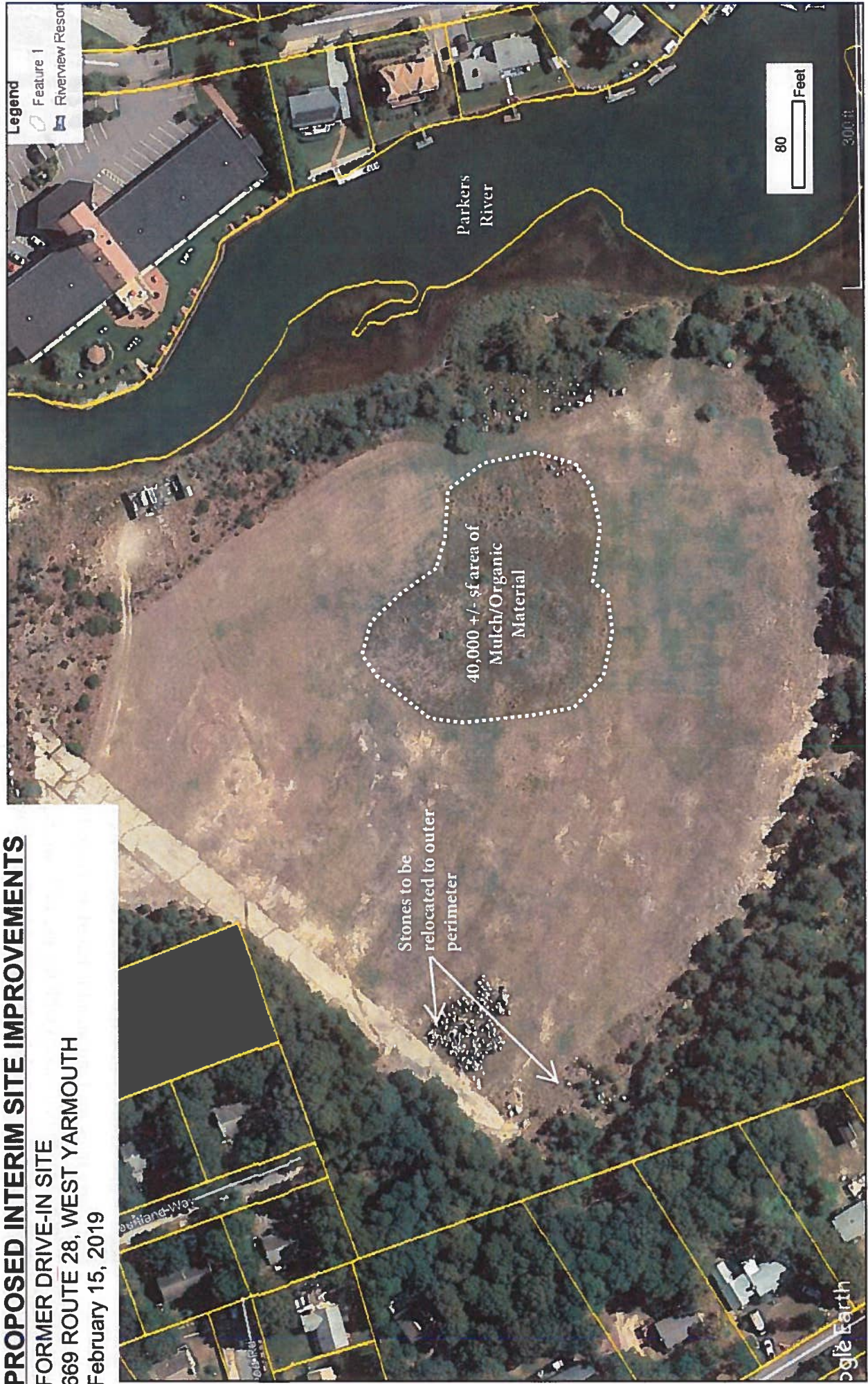
The DISUC Committee looks forward to discussing this proposal in more detail at your February 25, 2019 meeting.

PROPOSED INTERIM SITE IMPROVEMENTS

FORMER DRIVE-IN SITE

669 ROUTE 28, WEST YARMOUTH

February 15, 2019

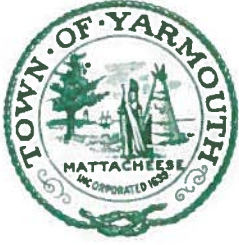


**ESTIMATED COSTS FOR MULCH REMOVAL/RESTORATION
FORMER DRIVE-IN SITE
February 1, 2019**

DESCRIPTION	QUANTITY	UNITS	RATE	SUBTOTALS	TOTALS	REMARKS
10 Wheel Dump Truck	50	Hours	\$175	\$8,750		
Trailer Dump	25	Hours	\$235	\$5,875		
Bull Dozer	8	Hours	\$200	\$1,600		
Front End Loader	25	Hours	\$200	\$5,000		
	Subtotal Estimated Cost for Mulch Removal:			\$21,225		See Note 3
Replacement Material	200	Tons	\$27		\$5,400	See Note 4
Hydro-seeding	50,000	Sq Ft	\$0.08		\$4,000	
Rock Relocation with Front End Loader	16	Hours	\$200		\$3,200	See Note 1
	Subtotal for Entire Project:			\$33,825		
	20% Contingency:			\$6,765		
	TOTAL ESTIMATED PROJECT COST:			\$40,590		

Notes:

1. Cost proposal includes: Removal of the existing pile of organic matter at the drive-in site, replace with processed material, and hydroseed. Cost estimate also includes moving of existing rocks to the side of the site to expand usable area. These rocks will eventually be removed from the site for use as an artificial reef, pending funding.
2. Hourly rates for Equipment is based on Town Equipment Bid with Stocchetti Road Construction.
3. Costs could be reduced with the use of Town Equipment (front-end loader and smaller dump trucks), subject to workloads.
4. Replacement material to be spread by Town Equipment.



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Department of
Community
Development

To: Peter Smith, Chairman – Community and Economic Development Committee

From: Jeffrey Colby, Director – Dept. of Public Works
Karen Greene, Director – Dept. of Community Development

Date: February 22, 2019

Re: Beautification Team – Funding Request

Following up on last year's Beautification Team request, we are writing to request that the Community and Economic Development Committee allocate \$20,000 again to fund the efforts of a Beautification Team for this year (summer 2019).

Similar to last year, but also in support of longer range plans for improvements to Yarmouth Town amenities, work items will include the following:

- Route 28 Weeds
- Cleanup at Town Parks and Other Locations including:

• Baxter Gristmill	• Pocket Parks – Mill Creek, Sea Holly, Chase Brook
• Public Parking Lots	• Gateway Sign Locations
• Drive In Site Entrance	• Town Offices – Town Hall, 424 Route 28, Senior Center
• Veterans Memorials	• Simpkins Field
• 6A Playground	• Route 28 Entrance to BSU
• Other Locations TBD/As Needed	

- Slat sign maintenance
- Town property Sign Inventory – document location of signage/conditions/colors etc.
- Town Property Database – assist as needed with Town Land inventory in identifying and documenting ongoing maintenance efforts/responsible parties/other information as needed.
- Additional projects/locations identified by the CEDC or Town staff.

We are requesting \$20,000 for this year which will cover wages and expenses associated with the program. For your information, the table below illustrates last year's budget, actual and this year's request. Last year's work list is attached.

Item	Wage	# Hours	# Weeks	Summer 2018		Summer 2019
				Budget	Actual	Budget
Supervisor	16.5	37.5	12	\$ 7,425.00	\$ -	\$ 7,425.00
Laborer	14.5	37.5	12	\$ 6,525.00	\$ -	\$ 6,525.00
Sub-total Wages				\$ 13,950.00	\$ 11,552.00	\$ 13,950.00
Equipment				\$ 6,050.00	\$ 2,417.61	\$ 6,050.00
Total				\$ 20,000.00	\$ 13,969.61	\$ 20,000.00

Supervision for the Beautification Team will be provided by staff from the Department of Public Works. As you may be aware, Departmental Reorganization has relocated the Parks Department to the DPW.

Thank you for your consideration.

Summer 2018

Beautification Team Work Items

- Baxter GM – digging out overgrown garden, edging, mulch
- WWII Memorial at 6A Playground – hedge trimming
- 6A playground – weeding, hedge trimming, cleaning vines out
- Cleaned and mulched island on Baxter Ave
- Mill Creek Park – cleaned out dead sea grass, hedge trimming, weeding, weed whacking.
- Sea Holly Park – cut down invasive growth, cleaned sand from sidewalk, dug weeds
- Route 28 – weed removal – vinegar treatment and whacking – developed and distributed flier
- Route 28 Sidewalks – dirt/sand removed
- 378 Route 28 – brush and trash removal/clearing
- Simpkins Field – brush and trash removal/clearing
- Town Hall – weeding, hedge trimming, mulching
- Old Water Tower Property – brush and trash removal/clearing
- Woodside Cemetery – gravely to clear high grass/brush,
- W. Yarmouth Rec. Storage (Old FD) – brush and trash removal/clearing
- Forest Road/Old Main St. island – brush and trash removal/clearing
- Senior Center – brush and trash removal/clearing
- Rail Trail Entrance – weed clean up

Event	Total	Police			Fire (total)	Fire detail	Fire admin	Health	ppw/water	Licensing	Building	Field rental	Misc.
		Police (total)	Police detail	Police admin									
2018 Irish Festival	\$ 6,520.00	\$ 3,740.00	\$ 3,740.00	\$ -	\$ 2,165.00	\$ 2,165.00	\$ -	\$ -	\$ 420.00	\$ 195.00	\$ -	\$ -	\$ -
2018 Paw Palooza	\$ 6,448.65	\$ 660.00	\$ 660.00	\$ -	\$ 2,529.36	\$ 2,529.36	\$ -	\$ -	\$ 110.36	\$ 55.00	\$ 335.00	\$ 1,125.00	\$ 1,633.93
2017 Paw Palooza	\$ 5,323.65	\$ 660.00	\$ 660.00	\$ -	\$ 2,529.36	\$ 2,529.36	\$ -	\$ -	\$ 110.36	\$ 55.00	\$ 335.00	\$ -	\$ 1,633.93
2016 Paw Palooza	\$ 5,190.00	\$ 850.00	\$ 850.00	\$ -	\$ 1,800.00	\$ 1,800.00	\$ -	\$ -	\$ 110.00	\$ 55.00	\$ -	\$ 1,125.00	\$ 1,250.00
2018 St Pattys Parade	\$ 8,783.00	\$ 8,783.00	\$ 8,783.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
2017 St Pattys Parade	\$ 6,688.00	\$ 6,688.00	\$ 6,688.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
2016 St Pattys Parade	\$ 6,638.00	\$ 6,638.00	\$ 6,638.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
2018 TB Sheep Festival	\$ 55.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15.00	\$ -	\$ -	\$ -	\$ 40.00	\$ -	\$ -
2017 TB Sheep Festival	\$ 55.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15.00	\$ -	\$ -	\$ -	\$ 40.00	\$ -	\$ -
2016 TB Sheep Festival	\$ 55.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15.00	\$ -	\$ -	\$ -	\$ 40.00	\$ -	\$ -
2018 TB Fall Festival	\$ 55.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15.00	\$ -	\$ -	\$ -	\$ 40.00	\$ -	\$ -
2017 TB Fall Festival	\$ 55.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15.00	\$ -	\$ -	\$ -	\$ 40.00	\$ -	\$ -
2016 TB Fall Festival	\$ 55.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15.00	\$ -	\$ -	\$ -	\$ 40.00	\$ -	\$ -
2018 Seaside Festival	\$ 15,672.21	\$ 10,570.85	\$ 9,464.41	\$ 946.44	\$ 4,986.36	\$ 4,623.96	\$ 362.40	\$ -	\$ -	\$ 115.00	\$ -	\$ -	\$ -
2017 Seaside Festival	\$ 12,231.91	\$ 8,342.83	\$ 7,420.76	\$ 722.07	\$ 3,774.08	\$ 3,430.98	\$ 343.10	\$ -	\$ -	\$ 115.00	\$ -	\$ -	\$ -
2016 Seaside Festival	\$ 5,687.00	\$ 3,267.00	\$ 2,979.00	\$ 288.00	\$ 2,305.00	\$ 2,305.00	\$ -	\$ -	\$ -	\$ 115.00	\$ -	\$ -	\$ -
2017 Sons of Erin 5k	\$ 750.00	\$ 750.00	\$ 750.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
2016 Sons of Erin 5k	\$ 700.00	\$ 700.00	\$ 700.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
2018 Average	\$ 6,255.64	\$ 3,958.98	\$ 4,397.48	\$ 189.29	\$ 1,613.45	\$ 1,331.19	\$ 60.40	\$ 5.00	\$ 88.39	\$ 60.83	\$ 69.17	\$ 187.50	\$ 272.32
2017 Average	\$ 4,183.93	\$ 2,740.14	\$ 2,586.46	\$ 120.35	\$ 1,050.57	\$ 993.39	\$ 57.18	\$ 5.00	\$ 18.39	\$ 28.33	\$ 69.17	\$ -	\$ 272.32
2016 Average	\$ 3,054.17	\$ 1,909.17	\$ 1,861.17	\$ 48.00	\$ 684.17	\$ 684.17	\$ -	\$ 5.00	\$ 18.33	\$ 28.33	\$ 16.00	\$ 187.50	\$ 208.33
Total Average	\$ 4,497.91	\$ 2,869.43	\$ 2,740.73	\$ 108.70	\$ 1,116.06	\$ 1,076.87	\$ 39.19	\$ 5.00	\$ 41.71	\$ 39.17	\$ 50.56	\$ 125.00	\$ 250.99

Marketing RFP

Marketing Plan – What? Who? How measured?

Marketing Goals

- Yarmouth as a Destination
- Shoulder Season?
- Brand Image
- Joint Marketing Opportunities with Local Businesses
- Coordination with other local/regional marketing initiatives
- Town Venues – Golf, Event Space

Other Marketing

- Communication Templates for use by Town – social media, announcements
- Assistance with Town Marketing Materials – layout, marketing strategy

Other Services? Combined/Separate

- Visitor Services
- Event Sponsorship

Requirements

- Cape Cod Within Reach – brand
- Performance Metrics
- Experience
- Flexibility – review marketing plan with Town team in advance
- Operating budget – non profits

On xx, on a motion by xx, seconded by xx, the committee voted xx to approve these minutes.

Town of Yarmouth

**MINUTES OF THE COMMUNITY & ECONOMIC DEVELOPMENT
COMMITTEE MEETING OF
February 11, 2019**

The Yarmouth Community & Economic Development Committee held a Business Meeting at 4:30 p.m. on Monday, February 11, 2019 at the Yarmouth Town Hall, Hearing Room, located at 1146 Route 28, South Yarmouth, MA.

Committee Members Present: Peter Q. Smith (arrived at 4:35pm), Ken Smith, Norm Weare, Ryan Castle, Mary Vilbon (arrived at 4:45pm), Jack McCormack

Staff: Karen Greene, Director of Community Development; Kyle Pedicini, Economic Development Coordinator

Guests:

The meeting was opened by Ken Smith at 4:30 pm

1. Minutes for Review

The Committee reviewed draft minutes from their meeting on January 28, 2019.

Vote: On a motion from Jack McCormack, seconded by Norm Weare, the Committee approved the minutes for January 28, 2019 by a vote of 2-0-2. (Ryan Castle and Ken Smith abstained)

2. 2019 Draft Zoning Articles

Norm Weare, Committee representative to the Planning Board, introduced the proposed Zoning Article for Accessory Dwelling Units (ADUs). He explained that the article is being amended to expand housing opportunities in Yarmouth. Mr. Castle stated that the income cap threshold should be removed in order to capture more of the population that is in need of affordable ADU housing. Committee members agreed on that point, but also agreed to support the Zoning Article as it is a good start to amending the existing Bylaw.

Vote: On a motion from Ryan Castle, seconded by Ken Smith, the Committee approved a memo of support to the Planning Board for the ADU Zoning Article but also urged the Board to look into removing the income cap before the Town Warrant is printed by a vote of 5-0-1. (Norm Weare abstained)

The Entertainment Zoning Article was also discussed. The Committee was in full support of the Article as it will increase entertainment opportunities in town and make the process with the town less cumbersome.

On xx, on a motion by xx, seconded by xx, the committee voted xx to approve these minutes.

Vote: On a motion from Ryan Castle, seconded by Ken Smith, the Committee approved a memo of support to the Planning Board for the Entertainment Zoning Article by a vote of 5-0-1. (Norm Weare abstained)

3. TRPF Budget Update

Karen Greene, Director of Community Development, reviewed the updated TRPF budget. She reviewed the list of physical improvement projects that the Committee has already voted to fund which included fencing, banners, and public art. The Committee has \$284,673.60 in unallocated funding for 2020 which may be allocated to different TRPF categories (projects & events, marketing & promotion, public improvements). The Committee decided to not take any votes on the budget but to discuss the topic of the Town's Request for Proposals for Marketing at their next meeting.

4. Staff Updates

Town staff gave updates on various physical improvement projects. The Committee was presented with a banner package that will eventually be presented to the Board of Selectmen for their approval. The Committee was also updated on the fencing project. The request for quotes for fencing will be sent out on 2/12/19 to various local fence contractors and posted on the applicable websites.

5. Committee Member Updates

Jack McCormack informed the Committee that there will be a Drive-In Site Utilization Committee Meeting on 2/13 at 4pm.

6. Adjourn

On a motion from Mary Vilbon, seconded by Ken Smith, the Committee voted 6-0 to adjourn at 6:22 pm

7. Documents provided:

- a. Agenda for the meeting
- b. 2019 Draft Zoning Articles and Zoning Memo
- c. Banner package
- d. Town fees package
- e. Draft Minutes from CEDC meeting on January 28, 2019

Respectfully Submitted,
Kyle Pedicini, Community Development Office