

Town of Lakeville
Economic Development Committee
Tuesday, February 4, 2014
6:30 PM – Town Offices – Conference Room

On February 4, 2014, the Economic Development Committee held a meeting at 6:30 PM at the Town Office Building. The meeting was called to order by Chairman Burke at 6:33 PM. Members present: Lorraine Carboni, Aaron Burke, Mitzi Hollenbeck, Sarah Kulakovich (enter 6:38 PM), Jessica Bradley, John Olivieri, Rob Chestnut and Sandra Martini-Gamache. Laurie Driscoll was absent. Also present: Rita Garbitt, Town Administrator, and Christine Weston, Recording Secretary. LakeCAM was recording the meeting

Approve Meeting Minutes for January 7, 2014

Upon a motion made by Ms. Bradley and seconded by Ms. Carboni, it was

VOTED: To approve the Meeting Minutes for January 7, 2014 as presented.

In favor 4, Absent 2 (Ms. Kulakovich, Ms. Driscoll), Abstain 3 (Ms. Hollenbeck, Ms. Carboni and Ms. Martini-Gamache)

Review District Local Technical Assistance (DLTA) Grant Program for FY14

Ms. Garbitt asked if the Committee would like to apply for any services through the District Local Technical Assistance Grant Program. The deadline for applying for the grant is in February. Chairman Burke stated that this is a grant that SRPEDD (Southeastern Regional Planning and Economic Development District) puts forward which allows towns to apply for assistance with various projects, regional services and group bids. He stated that he personally did not think that the Committee is currently in a position to apply for anything. Ms. Carboni suggested assistance with web development, since the Committee does have a web address. Ms. Garbitt noted that the grant is through South Coast Rail, however, she will check with SRPEDD to see if grant monies can be used towards that endeavor.

Review Minutes from the Regional Economic Strategy Committee (RESC) Meeting held on January 14, 2014

Ms. Garbitt stated that Ms. Driscoll had attended the meeting, however, since she was absent it is not known when the next meeting will take place or who on the Committee would like to attend.

Review Results from Survey

Ms. Hollenbeck stated that all the information from the paper surveys handed in were entered into the computer survey for ease of obtaining a better compilation of the survey. There were a lot of open ended questions on the survey for the purpose of not leading anyone to their responses, allowing people to offer what they felt were the qualities that they saw in Lakeville, and what they would like to see take place in Lakeville. There were 611 responses to the survey. The outcome was basically what types of business that people wanted to see in Lakeville. *What Kinds of Business do You Want to See in Lakeville?* Over 160 responses stated a restaurant. The next prevalent type of business was for small businesses such as “mom and pop”, small retail,

supermarket, or any small business. The next common business of interest were types such as; office, medical or commercial parks. Then there were a varied amount of other responses. There were some responses from those who wanted no business growth and others that wanted manufacturing and warehousing within the Industrial park. Some wanted entertainment and recreation, and agricultural tourism (outdoor use of space). There was an interest in seeing light industrial and other forms of “quiet” businesses that would be respectful of the town. At the end, there were minor suggestions such as farm & agricultural and a gas station. The detail behind all the surveys is available. It contains 17 pages which includes all respondents and all the categories.

*When I Describe Living in Lakeville, the Most Important Qualities are.....*The next set of questions asked what people felt were the most important qualities for them living in Lakeville. The responses were categorized with over 400 people referencing that they like the rural country small town feel. Natural resources and recreation related to those, peace and quiet-150 responses. Then community. That is a bit difficult to quantify. It was referenced to be part of how they feel that the people are in town, the nature of the town or the intangible qualities. Then the location of the Town to other areas, access to highways and shopping plazas. It was noted that people could easily get to a business, if it does not come into town. Safety was something else that people like about the Town. They are appreciative of the Police and Fire Departments in Town and gracious that those services are provided. Then education. Another aspect is that it is a beautiful and clean place to live. Other plusses include the Ted Williams Camp, the new COA, and the recently built Library. At the bottom of this list, people responded about the tax rate.

The third question on the survey offered people to provide comments. *With regard to business growth, I am in favor of (choose 1)*. From 592 responses to this question, 465 people (80%) were in favor of modest business growth. Some qualified their answers.

The fourth question was open response. *Please provide any additional thoughts regarding future direction of business growth within our community*. There is a lot of sentiment added here, and the information needs to be digested. There were many comments about business growth, but it was limited to maintaining the rural characteristic in town. As long as it does not infringe on what Lakeville is, which is a quiet, clean, community, with good safety in place. There are 17 pages of comments answering this question.

Question 5, *If you could choose a look and feel for the Town of Lakeville’s buildings, what would they most closely resemble: Traditional New England, Urban, Modern/Contemporary*. 93% choose Traditional New England. There were some comments provided here as well.

Question 6, *Would you be in favor of Lakeville developing aesthetic parameters that guide entering businesses regarding the appearance of their storefronts, signage, and over presence?* 82% were in favor of aesthetic parameters, but would be afraid that it may cause businesses not to come into town.

Ms. Kulakovich asked if there is a way to get feedback from businesses in order to find out what kind of businesses are in favor of this. Ms. Hollenbeck responded that that is worth a discussion. However, businesses may not be in favor of having to spend more money having to make their appearance a particular way. From the results of this question, the townspeople also share the concern of barriers for businesses to enter the Town. Nevertheless, they would like to make sure

that the characteristics that they do not want are provided such as; neon, big box, noise or visual pollution. This question could be added onto the business survey, since it has not been done yet. Ms. Kulakovich suggested asking them how they felt about having restrictions. Ms. Carboni noted that without knowing what the restrictions were, they cannot answer. Chairman Burke mentioned that it is whatever the bylaws are. Does the Town want to shape the bylaws to the expectations of the townspeople, is another way to think about that.

Chairman Burke stated that this had been the best response to a survey of this type in Town. Having the results supplied by and inserted into “survey monkey” was a very good way to have it all organized. This is a lot of information, and the Committee now needs to take some time and review it, and then discuss at the next meeting what they want to do with the results. Ms. Carboni stated that she has heard positive feedback about the survey, and they want it to take place in their Town. Having people come in to pay their taxes and submitting their census information allowed them to also drop off their survey. Mr. Olivieri stated that even though their taxes went up due to the override, 80% of the people want business, and that speaks loudly. They do not want taxes to keep going up. They want business to come into Town. We have what we need to march forward, and we are not anti-business based on the responses of the survey, which was voluntary. Ms. Hollenbeck noted that there is also a lot of the Sysco reference, one way or the other. Ms. Martini-Gamache added there were a lot of comments about doing something with the Lakeville Hospital Property. The Committee will take some time and reflect on the outcome of the survey of what folks in town are looking for, and we will brainstorm about it at the next meeting. Ms. Hollenbeck asked that everyone make sure that they look at the detail for questions 1 and 2.

Schedule next Meeting

The next meeting was scheduled for Tuesday, March 4, 2014 at 6:30 PM.

New Business

Sylvester Zienkiewicz , Lakeville Planning Board Representative on the SRPEDD Commission, provided an invitation to the Members of the Lakeville Economic Development Committee to attend a Joint Meeting with the Planning Board and the Open Space Committee on Thursday February 27th at 7:00 PM, at a location to be determined. The topic will be “Open Space Planning”.

Chairman Burke next referred to copies of an article that was in The Brockton Enterprise, 2-3-13 titled Middleboro seeks tourists, Seven-member Tourism Committee appointed. He noted that this may also be something that this Committee would like to do or a sub group of the Committee. Ms. Hollenbeck stated that she had spoken with Jane Kudcey from the Middleborough Office of Community Development about working with the Lakeville Committee. If the Committee would like, she could be asked if she would like to attend the next meeting of the Committee to discuss items such as this.

Another piece of correspondence that was referred to was an article from The Beacon, titled “Around the Commonwealth”, December 2013. The article referred to a tool that the City of Somerville is using for businesses to help find homes. The “Somerville SiteFinder” arose from the need to connect small business owners with property owners, and brokers. Mrs. Martini-

Gamache stated that it was a great idea. Chairman Burke stated that once there is a bigger web presence this would be good to promote what is available in the community.

Old Business – Discuss the SRPEDD Guide on Economic Development Corporations-Sections 3 and 4

Ms. Garbitt apologized for not being able to attend the meeting last month and noted that this item has remained on the agenda in the event that there is something to update the Committee on each month.

Mr. Oliveira asked if there has been a response yet from the Planning Board. Ms. Garbitt responded that there has not been. Mr. Oliveira asked if the Committee could send them another request asking for a follow up and a response. Chairman Burke asked Ms. Garbitt to send the Planning Board another note regarding the discussion that had taken place with them in November. The Committee would like to know when the Planning Board plans on having their public hearing for the Lakeville Business Park that is currently zoned residential.

Upon a motion made by Mr. Oliveira and seconded by Ms. Martini-Gamache, it was

VOTED: To send the Planning Board another letter asking when they plan on having their public hearing for the re-zoning of the Lakeville Business Park.
Unanimous in favor.

Ms. Hollenbeck mentioned that Ms. Driscoll was the key person regarding the business summit that the Committee had tentatively hoped to take place early this year. It is hoped that that might be an agenda topic for the next meeting.

Adjournment

Upon a motion made by Mr. Oliveira and seconded by Mr. Chestnut, it was

VOTED: To adjourn the Economic Development Committee at 7:16 PM.
Unanimous in favor