

**Town of Lakeville**  
**Economic Development Committee**  
**Tuesday, April 1, 2014**  
**6:30 PM – Town Office Building**

On April 1, 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 6:37 PM. Members present: Lorraine Carboni, Aaron Burke, Laurie Driscoll, Mitzi Hollenbeck, Jessica Bradley, John Olivieri, Robert Chestnut, Sandra Martini-Gamache, and Sarah Kulakovich (enter 7:00 PM),. Also present: Jane Kudcey, Laura Bailey, Jose Invencio, and Christine Weston, Recording Secretary. LakeCAM was recording the meeting.

**Meet with Jane Kudcey, the Community Development Director for the Town of Middleborough**

*Jane Kudcey was present for the discussion.* Ms. Hollenbeck had asked her to attend. Chairman Burke asked her where Middleborough was in the spectrum of Economic Development. Ms Kudcey. stated that her office has been existence for about fifteen years. When it initially began, the focus was on downtown development. The Town has received over \$7 million in grant funds for the downtown area and streetscape. This has also doubled with the Housing Rehabilitation grant. The office used to consist of two (2) people, however, Ms. Nelavanko has passed away. Ms. Nelavanko had been acquiring grant funds for families who were at risk for losing their homes through the South Shore Community Housing Program. The target area in Lakeville was Clark Shores. Seven (7) homes received funding there, as well as, an emergency application that was granted. Typically when a building is rehabbed in a section of the town, or downtown, it would start to snowball, and other businesses would also join in for rehabbing their properties as well. The project is done by bids being received and awarded to the lowest bidder. The repayment is done through the property having a lien against it, similar to a second mortgage for fifteen years, or when the people sell their home, they are able to pay off what they were loaned. Towns have to have an open CBDG (Community Development Block Grant) open in order to receive the funds back from the State that the Towns provided for the rehabs.

CDBG grants are very competitive. Every town is given a community wide needs score based on statistics within the town such as; income, property, tax burden, age of homes in the area, and the percentage of the housing burden. Then the towns are statistically matched up against each other and receive a score. A score of 25 or below is considered less needy or a CDF 2 town with a score above that is considered a CDF 1 town. Others with much higher scores do not even compete. They are awarded grants. Middleborough's score was a 27, however, they were able to partner with the Town of Lakeville, and then received money for both towns. Previously, there was \$18 million available in CDF funds for towns. Presently the score has to be 28 or 29 in order to receive a grant. In 2013 Middleborough partnered with Fairhaven, since their score was 30. Towns do not have to abut each other in order to partner up. There is a lot of strategy involved for this grant. Middleborough had a sign and façade program a few years ago that they were awarded funds for. Now it is required that towns have a slum and blight area in order to obtain funds. This can be done in towns that also have one (1) property that is dangerous. Taunton and Brockton are typically awarded a lot in funding from this slum and blight grant, and the others that they have that fit the criteria.

Chairman Burke asked what types of grants were available for Economic Development. Ms. Kudcey responded that Middleborough has received monies from MassWorks through the Executive Office of Economic and Community Development. Middleborough has applied for funds to modify Everett Square, because it is a very dangerous intersection. A consultant has drawn up plans to change the area by bringing in the curbing and making the area smaller and more defined (clearer lines for turns), along with putting in beautification and greenery. The old mill was recently awarded funding to renovate that building. There are 69 units now being rented out, and 25% are restricted for people with low to moderate income.

Another mixed-use successful area is through TIF's (Tax incremental financing). Basically the Town needs to have a strategy, and they need to follow that strategy. It needs to revolve around what the community wants to see take place in their town, and to promote the strengths of the Town. Ms. Hollenbeck asked if Ms. Kudcey was going to work with the Middleborough Tourism Committee, because it appears Middleborough is receiving money through those types of grants. Ms. Kudcey responded that she will be. Middleborough has received money through the Office of Tourism, since one of the newest members on the Middleborough Board of Selectmen has been promoting and advocating for the Town. The Town will also be creating a website through funding with Destination Plymouth for Destination/Discover Middleborough. Middleborough will be promoting all its strengths, how it is rural, close to 495, etc. Plymouth has a large tourist industry, however, there are needs for people to be able to access surrounding towns, as people are looking for other things to do or places to stay, so they need to know what is available in surrounding Towns.

Chairman Burke stated that the Town of Lakeville recently received grant funds for bicycle racks to be put at various locations in town that the Town Planner had submitted an application for. There are a good number of bike paths, and there are people that bike around town. Chairman Burke mentioned that this Committee was considering creating a Sub-Committee of this Committee or forming another group to get tourism moving forward for the Town of Lakeville. Ms. Kudcey stated that there is also Agra-tourism to be promoted. Middleborough will be putting on a Herring Festival April 11<sup>th</sup> through the 13<sup>th</sup>. Other things to develop upon with the herring fishery are the historical aspects, the Native American history, nature and fishing. Tourism is a very large industry. It is third in Massachusetts as far as an industry is concerned. There are also other local hotels such as the Fairfield Inn, The Holiday Inn Express, the Courtyard. These are places that those not finding rooms available in Plymouth typically overflow to.

Chairman Burke thanked Ms. Kudcey for her time in attending the meeting and all the information she provided. Ms. Kudcey thanked him for the invite and asked to remain for the remainder of the meeting.

**Update from Laurie Driscoll regarding a meeting with Buddy Rocha, the Southeast Regional Director for the Mass Office of Business Development**

Ms. Driscoll stated that Mr. Rocha has agreed to attend the May 6, 2014 meeting of the Committee to discuss the potential businesses that are looking for space. He will provide information to the Committee and feedback on some of his thoughts regarding the Lakeville Hospital Site. Ms. Driscoll stated that she recently met one of her bank partners who was a former employee of a developer working with the Donahue Institute. That company did studies on how tax rates would differ if no businesses were brought into a town as opposed to what the tax rates would look like if

businesses did come to the community. This could be another topic to discuss with Mr. Rocha. There is typically a pretty significant tax difference one way or the other. The study done for the City of Taunton showed that there was a direct correlation between the Industrial Park that was built and the tax rate.

### **Discuss the Formation of a Tourism Sub-Committee**

*Laura Bailey was present for the discussion.* Laura had spoken with Ms. Hollenbeck regarding the possibility of creating a Lakeville Farmers Market as a way to bring more businesses to Lakeville. Ms. Bailey currently makes an oatmeal based bar cookie, has baking mixes, and gluten free chocolate cookies that she sells at farmers markets, festival and craft fairs. This June will be her third season of selling at Farmers Markets and has learned a lot about what is necessary to make them successful. Farmers Markets provide a much needed, visible venue for remotely-located farmers to sell their produce, but it is more than that. Local artisan foods are a huge draw, and it is the perfect place for very small businesses to get started, since the start up costs are much less than the huge expense of renting, equipping and maintaining a store front. Farmers Markets really are the perfect low cost startup business incubators. They provide an opportunity to generate an income for people who have lost their jobs in the economic downturn. They are the ideal test environment to determine if your product will even sell, and it is a way to build a loyal customer base over time, especially for established businesses from outside of Lakeville who can set up a booth to offer their projects in order to gauge if Lakeville is a viable market for permanent storefront and year round operation. Lakeville has no large grocery store, just small convenience stores selling national brands. When people buy local, it keeps the money circulating within the community. The local hand made products that are typically seen at farmers markets are: honey, jams and jellies, artisan breads, brick oven pizza, cupcakes, whoopee pies, hand-made soaps, grass fed meats, eggs, cheese, pasta sauce, dips, seasonings/rubs, croissants, pastries, dog treats, etc. In addition, there is usually one (1) or two (2) musicians, someone demonstrating a craft, and non-profits educating the public to foster a festive and engaging weekly community building event.

Ms. Bailey suggested that the ideal location that she thought would be a good venue for a Farmers Market in Lakeville would be behind the Old Town Hall, where the Arts and Music Festival is held for maximum visibility to passing traffic on Thursdays from 3:00 PM to 7:00 PM, June through September. The Library is also open until 8:00 PM on Thursdays. This would also provide commuters traveling to and through town the opportunity to pick up dinner and dessert on their way home from work, and it would also allow summer vacationers to try numerous local products in one location and to seek them out during the week. With respect to competition, Middleborough has a poorly attended Saturday Farmers Market. They have difficulty in obtaining vendors, because it is slow and not a high income town, and there are plenty of other successful Saturday Farmers Markets to choose from, such as Crescent Ridge in Sharon. Carver has a Farmers Market on Sundays, but that can be slow as well. People go away on the weekends or have other plans for their families. Plymouth has a thriving Thursday Farmers Market at the Plantation, but it is a long ride from Lakeville with a lot of Cape traffic to contend with. Plymouth also has a down town Saturday Farmers Market, however, it draws mostly tourists, not repeat customers.

Farmers Markets also usually have one (1) vendor per category, so that vendors are not directly competing. It is recommended to give Lakeville businesses first right of refusal in their category. This would give them the opportunity to be open to the public later in the day, one day a week, other than just during work hours. Somethin's Brewin could be asked if they would like to set up a

booth to sell coffee drinks and some of their regular menu items packed up as meals to go. Kool Moose Café could serve their frozen yogurt, which would be a huge draw in the heat of summer. The usual costs of running a Farmers Market are; liability insurance, renting the venue, paying a market manager to organize and manage vendors, and advertising. Ms. Bailey recommended asking Ocean Spray, Savas, Bebis Insurance, LakeCAM, Fall River Municipal Credit Union, the Lakeville Historical Society, the Lakeville Arts Council, and other Lakeville businesses to sponsor the Lakeville Farmers Market to get it up and running. Vendors usually pay a booth fee, either weekly or up front for the entire season, but as this is not an established market yet, the custom is to waive the fee for the first season. Vendors are taking a risk on low or no customer turnout, and they incur costs just to show up, especially prepared food vendors who have to carry business insurance, ServeSafe Certification, pay for using a commercial kitchen, Board of Health permits for every town that they sell in (which has a tendency to add up), in addition to their transportation costs, ingredients costs, all of their equipment and labor, while trying to make a profit. She suggested that the Lakeville Board of Health be asked to consider waiving their fees as the Town of Carver does, if they show you they have a Board of Health permit from another town. Ms. Kudcey mentioned that there is some interest of someone having a Farmer's Market located at Oliver Mill Park

Chairman Burke stated that while he was very interest in the Town having a Farmer's Market, the location was the concern. There will be difficulty with parking, when the Library is open, and it is not known if the Church will allow parking on their lot. Then there is also the traffic and people crossing the street, which is usually very busy. When the Arts Council has their Festival there each year, a lot has to take place for that one weekend to occur as it does. If the Farmers Market started there for one season, and then moved over to the Ted Williams Camp, there is more space there for parking, etc., bathrooms and other things for people to do. However, the Park Commission would have to be consulted to see how they feel about it being there, since there are also a lot of sporting events taking place there on the weekends.

Ms. Bailey stated that Jen Saybo from Mattapoisett has relayed that she would help with Lakeville starting its own Market, since she has the experience. It should begin soon, since vendors are scheduling right now for where they will go for the season. Ms. Kulakovich suggested rolling it out in stages so that it would have a better chance of growing in the community. Chairman Burke stated that this is a very interesting and viable idea, and the Committee will definitely begin working on this outside of the meeting. The Board of Health should be approached so that they are aware that this is something that the Town is considering. We need to find out by our next meeting in May, so that there is a plan in place.

**Approve meeting minutes from March 4, 2014**

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

VOTED: To approve the meeting minutes of March 4, 2014 as presented.  
In favor 6, Against 0, Abstain 3 (Ms. Kulakovich, Ms. Driscoll and Mr. Olivieri)

## **Review Memo from Planning Board to Selectmen regarding Warrant Articles for the Annual Town Meeting**

Chairman Burke stated that the Planning Board sent a memo to the Board of Selectmen regarding the Warrant Articles that they would like to move forward with at the next Town Meeting. There would be three (3) votes on three (3) separate areas of the Town to change zoning. Copies of the memo were not available to distribute. At this time no one has spoken with the abutters of the parcels to find out if they were in favor of the changes. However, when the Planning Board conducts its hearings all abutters will be notified. The hearings should take place prior to the next meeting of this Committee.

## **Review Business Survey**

Chairman Burke distributed copies of the small business survey which had seven (7) questions as follows:

1. What is your business?
2. Why did you locate your business in Lakeville?
3. What were the biggest hurdles to starting your own business? Please rank in order from 1-7, with 1 being the biggest hurdle and 7 being the least important hurdle.
4. On a scale of 1-5, with 1 being Extremely Likely and 5 being Extremely Unlikely, would you recommend other business owners to locate in Lakeville?
5. What legal, regulatory, or internal management roadblocks are keeping you from running your business the way that you would like?
6. How would you like to see the town of Lakeville support your business?
7. On a scale of 1-5, with 1 being Extremely Likely and 5 being Extremely Unlikely, how likely would you be to participate in a town-wide business expo?

It was suggested to modify 3d, lack of town water to be lack of town water/sewer or to break this into two (2) designations. Ms. Carboni suggested that a cover letter such as was done for the residential survey be included with the business survey. Ms. Hollenbeck stated that she hoped that the survey could be sent out with the property tax bills and to also have a link on Survey Monkey as was done with the residential survey. Ms. Driscoll suggested modifying question 7 to be a business resource panel/seminar and to allow such groups as real estate brokers, banks, and insurance companies to come in, and that potential business owners could then “interview” with them and ask the questions that they needed to and to obtain the information that they were looking for. Chairman Burke stated that he was in favor of widening the scope of that.

## **Old Business – Memo to Selectmen regarding funding for a Town Planner**

Chairman Burke stated that the Committee did send a letter to the Board of Selectmen regarding the fact that the EDC discussed the possibility of hiring a full time Town Planner. The Selectmen have budgeted for that in the next fiscal year.

## **New Business**

Chairman Burke stated that some correspondence had been received regarding the Economic Development Committee survey that was done in Lakeville by the Freetown Selectmen.

Chairman Burke stated that he had received the newest edition of the Municipal Advocate and found an interesting article in it which he will copy and provide to the Committee Members at their next meeting. It is basically about utilizing technology and how towns get information out to their community members. It also has tactics towns use with respect to Economic Development.

**Schedule next meeting.**

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

**Adjournment**

Upon a motion duly made and seconded, it was

VOTED: To adjourn the meeting at \_\_\_\_\_PM.  
Unanimous in favor.