

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

On May 6, 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 6:31 PM. Members present: Aaron Burke, Laurie Driscoll, Sarah Kulakovich, Jessica Bradley, John Olivieri, and Robert Chestnut. Also present: Rita Garbitt, Town Administrator and Christine Weston, Recording Secretary. LakeCAM was recording the meeting.

**Meet with Buddy Rocha, Southeast Regional Director for the Mass Office of Business Development**

*Buddy Rocha was present for the discussion.* He expressed his thanks for being invited to the meeting. He is from the Massachusetts Office of Business Development. They reside under the Executive Office of Economic Development. There are approximately six (6) agencies. Five (5) on the Housing Side and five (5) on the Economic side, such as his office, and the Office of Travel and Tourism, Office of Trade and Investment, etc. His office is the lead agency for the Governor Patrick administration. They receive business inquiries from a variety of types of businesses with a few employees to thousands of employees. Inquiries are received through a portal. It is about creating jobs, retaining jobs and encouraging private investment. The agency also works with various partners. SEED (South Eastern Economic Development) is one of their finance partners, since his office cannot lend money being a State agency. They work with an agency that does direct funding. There is the Mass Clean Energy Center. They are referred to as the tax experts. There is help for companies with the Commonwealth's investment tax credit program called the Economic Development Incentive Program (EDIP). If a company wants to grow jobs at its present location, or relocate, or bring its business in from outside the Commonwealth, his agency could provide the EDIP. There are various forms of financing such as STA's (Special Tax Assessments). There is the U-Mass Dartmouth South Coast Development Partnership. The South Shore Canal Re-Development Organization. Also, others with Cape Cod and spread across the Commonwealth. We fund them about \$850,000. It is a competitive grant, and they have to demonstrate how they can work to promote jobs within municipalities and businesses. Oftentimes, there is a small company with about five (5) to (6) employees, and he will then call his partners at SEED. A company may come in looking for financing, but they don't have a business plan, so we will send them to those who will help them get that started. There are Safety Training grants. There are a lot of pieces to the puzzle.

Chairman Burke stated that this is great to hear, since we are a new group in town. Ms. Driscoll, who works for SEED, knows a lot about this. This gives me a lot of ideas for the exposure on the concepts to plan with our Committee that started 2 ½ years ago. The Committee has been really active over the past year to define what the Town and its residents really want. The Committee is still getting a handle on all of that. Mr. Rocha explained that it is second nature now, but when I first came on board, it certainly wasn't. I was a job specialist for the City of New Bedford. I would survey businesses in the business area and help them implement and design training contracts for their businesses. I worked with DEP (Department of Environment Protection). Then in 2007 I joined the Patrick administration. Chairman Burke explained that when Sysco was trying to relocate in Lakeville, the Town experienced some of this. Ms. Garbitt stated that the Town had worked with Mr. Rocha's office when Sysco was looking to relocate in 2009. The matter came to him through a consultant. Mr. Rocha has done over

70 certified projects. Unfortunately for the Town, Sysco did not work out, and they relocated in Plympton.

With the EDIP (Economic Development Incentive Program) process, prior to 2010 anyone could get 5%, if they had a project that was approved. Now there is a \$25 million cap annually, and it is a two-step process. Effective January 2010, the new program was legislatively approved. You start with a preliminary application, then once that is approved, it goes to the supplemental phase, which has estimated TIF (Tax Incremental Financing) tax evaluations, etc. Then Mr. Rocha puts together a certified project and presents it to the Board for questions. If they do not want to approve it, they will vote it down. One of the good things with this legislation, a municipality previously had to offer a TIF, with an investment tax credit. Now if they do not offer the investment tax credit, the municipality can offer it without the ITCB (International Training & Control Board) being coupled with it. The EDIP was to do certain things in certain industry categories. What we found prior to 1984, that like with a hotel, they have market studies in your municipality, before they put one in, to determine if it will be successful or not. We saw that some businesses were coming forward just for the extra incentives, not to build up the economy necessarily, so we try to look at sales outside of the Commonwealth. Will they do things to expand other allied services in the community where they live, etc. That is now taken into consideration. Ms. Garbitt explained that Sysco was under the new program, and they had to prove that they were going out of state. Mr. Rocha explained that they had looked at sites in Connecticut, RI and maybe even NH. Ms. Garbitt stated that the Town had to do the TIF for them to get the tax credit through Mr. Rocha's Office.

Chairman Burke asked how frequent it was that a company like Sysco would relocate anywhere. I think some people have this idea that they can just go out and find another "Sysco". Mr. Rocha explained that when companies are looking to relocate, they look at the workforce, skill sets of the potential work force area, educational attainment, what the schools provide, etc., so there are a few factors that they look at before the incentives. Has the town been friendly to businesses? Have they been inviting businesses in? What types of business, light or heavy manufacturing, distribution, etc.? Mr. Olivieri asked how does it get distributed for a business. Mr. Rocha explained that they have another business resource which is the Mass Alliance for Economic Development. They are the site finder service. Oftentimes, if I get an inquiry, they will call and ask about the amount of acreage, the highway set up, and access, if they can build new or should lease, however, the lead gets to me for a site search. Mass Economic has a prospect form that is filled out electronically. Mr. Rocha will make sure that he has Ms. Garbitt's email to provide this information to her. An inquiry letter is sent out asking everything that the company needs. Then it is sent around. Ms. Garbitt noted that the Town has a vacant 70,000 square foot lumber company building. Do the realtors receive the information as well? Mr. Rocha responded that they do. They contact Mass Economic, and they have a profile. If a realtor puts in a form for Mass Economic for a town, it then gets into Mass Economic profile to identify if there is a property suitable for a business to come in for purchase or lease. Mr. Olivieri asked if the Town can access the site and do a reverse search. Mr. Rocha responded that it could. Massecon.com. They also have information about the school systems, educational levels and MCAS data, water capacity, traffic studies, etc. They are the experts. We work closely with our partners. A lot of good collaboration takes place. I will get an inquiry from a prospective company, and I will send out a response. I will ask right off exactly what they are looking for. If they tell me they are looking for bond funding or working capital, etc., I will do my best to bring my regional partners in and bring everyone together in the same room, when possible. We want to create an environment to let them know we want to help keep jobs or bring them to Mass.

Ms. Driscoll stated that knowing what you know about Sysco and about companies that want to relocate, what is your opinion as far as what type of a company would be feasible and might Mr. Rocha anticipate in that spot. Mr. Rocha responded that he has had a lot of these sessions and has asked the Economic Committee if they have a plan, since they know what it is in town that may be user friendly for a company. However, the zoning issues should have been taken care of before Sysco was brought in. Mr. Rocha explained that Sysco was unique with the acreage and had even assessed their company's growth 10-15 years out. A lot of what they were looking for was at that particular site. Usually all that is addressed, when Mass Economic is in. A firm needs to know if the town has capability of broadband, etc. A lot of those factors are assessed. I also send out some of the things that the State offers like financing, infrastructure. Municipalities need to flush this out first, and it is most important to find out what a Town has an appetite for. You need to be able to educate people that come to town meeting that it is not a government giveaway. Let them know exactly what a piece of property will do for the Town, and how it will grow at incremental tax levels. The Town needs a local plan. It needs to identify sites and get them into the Mass Economic database, so when inquiries come in from companies, they can go to Mass Economics and research information about towns, what is available and where there might be a match. I will send info through Ms. Garbitt that may help in assisting the Town in making decisions such as what types of businesses to attract and what to stay away from. That would help you know what is out there. I will also add Ms. Garbitt to the Municipal Partners list. I do not come into a Town and tell them what is good for them. It is intrusive and counter-productive. I bring in other teams from Mass Economics, since they have their areas of expertise, so we share with them and go to them. We also meet with quasi publics on a regular basis, since things are always changing. We meet once or twice annually to make sure everyone is aware of what everyone is doing and what is taking place in the Commonwealth. Everyone's role is important with site finding and the appropriate fit. We meet with the Clean Energy Center, Mass Development, etc. There are four (4) of the six (6) Regional Directors who share office space with Mass Development. This allows for connections to take notice of what they do.

Ms. Kulakovich stated that they are then matching a business to a site. She is interested in this database system. Are there instances where a community may have many sites and can pair up groups of businesses that will increase business for each other? Mr. Rocha stated that he didn't think that it happens in that way. He has had that question posed to him, there was a particular company that wanted to know how many outlets there were for the product they had. There is a way to find out that information by looking through the Executive Office of Labor and Work Force Development and another site at the Federal Government level. That information is attainable, but it is not something that we do. We cannot help a company market something. The State Ethics Commissioner has restrictions on what we can and cannot do. We are advised to stay away from that type of situation. Ms. Driscoll asked if the Committee might be able to take this further. Would Mass Economics people come out and do a presentation in order to bring brokers who know of sites to match with companies that need the space? That might help by bringing people together. Mr. Rocha responded that he has done that. I set up meetings that we went to with Mass Economics office in Watertown, and I am sure they would come out to the field. Ms. Bradley asked if Mass Economics has a profile on municipalities. Mr. Rocha responded that the Gateway municipalities have profiles in there, but the smaller ones do not. You have to contact them. Mr. Rocha was thanked by the Committee for taking the time to meet with them. He offered to come out again, if needed. He left the meeting at 7:35 PM.

#### **Approve Meeting Minutes for April 1, 2014**

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

VOTED: To approve the April 1, 2014 Meeting Minutes as presented.  
Unanimous in favor

### **Discuss starting a Farmer's Market in Lakeville**

An update was provided by Ms. Bradley. She had met with Ms. Hollenbeck about the possibility of doing a Farmer's Market this summer, and it was agreed that the Committee may be too late for doing something this summer. However, to get our feet wet and get our name out there is to have a winter market. There is a need, since there are not many of them. They begin once summer markets end and continue through to the spring. They are smaller, easier to manage, and it might give us an idea of what this is and for the Town to become known to a vendor community. So if the Committee moves forward with this, where could it take place? How about the Old Town Hall on a Saturday? Ms. Garbitt explained that there is no heat or bathrooms there, and the parking lot for the Library is quite full on Saturdays. Ms. Bradley suggested the new facility at Ted Williams Camp or the Great Ponds Gallery at the Library. Port-a-potties could be rented and space heaters used. Ms. Kulakovich brought up the idea that had been discussed previously about starting the Sunday picnic on the lawn and doing this during the summer for a phase one step into the larger market in order to have vendors come in, possibly line up ten (10) vendors in the beginning as a starting base, and then add to that. It could be "Free Fun Fridays", or "Sunny Sundays" and use the Library parking area then. Vendors have food for people to purchase, and it would be a beginning idea of this, with the idea of a bigger market next year. This would be nice with music, purchasing things, having a picnic. Maybe volunteer people to perform in order to provide them a venue. Like how the Soule Farm operates by lining up people ahead of time. Activities could take place with parents and their children, such as learning to whittle with people there to teach the activity. Chairman Burke stated that if the Committee would like to do this, they can have the Sub-Committee discuss this further to take place in July and August. Ms. Kulakovich asked why it has to be a farmer's market, since there are a lot of those. Why not have a twist to bring others here, since we have something different? Promote such activities as hikes, Betty's Neck, things to weave in and have an adventure picnic.

Chairman Burke stated that he would like a polished idea to present at the next meeting that we can get off the ground. I can also work with the Sub-Committee to work out the logistics prior to the next meeting, and if it is all figured out, then it can be presented to the Committee. Ms. Kulakovich stated that the parameters are what the town allows. It can be advertised in the newspaper that it is a parent-child event. Chairman Burke stated that he totally agreed. Discussion for how it is implemented can be rolled out. He stated there is a woman at Ocean Spray that is involved in their farmer's market. She is a great resource. They did a farmers market once a month last year in the parking lot at Ocean Spray. They want to do it somewhere else this year and be involved. They have looked into all the aspects so they know what vendors need to do, insurance, etc. Members of the Committee can meet with her and talk to her about it. She is part of the sustainability and wellness. Chairman Burke and Ms. Bradley will contact her. That may be a better starting point, since it appears that the Town may have missed an opportunity for this year. However, a good contact can provide good information for what the Committee may want to do, where and in what season, such as the winter. Ocean Spray only did it for their employees last year. They do not want to have it on their grounds for liability purposes, but they do want to open it up. Ms. Garbitt stated that Starr Market has room on their lot. They have a grass area for the market to set up, parking and enough space for people to walk around. Ms. Bradley suggested having educational elements such as with the cranberry growers, etc. Maybe get the growers there and have them interact with the children. Ms. Garbitt suggested maybe reaching out to the Park Commission, since they do have a big tent set up most of the time on the Ted Williams grounds. The new function hall is now called Loon Pond Lodge. Events would have to be scheduled

and booked with the Park Commission. They book inside and outside events. Ms. Driscoll suggested having the finger printing done for kids as an activity.

### **Discuss creating a Map of Lakeville**

Ms. Garbitt stated that she met with Sue Noeller from Mail-a-Map. A map of Bourne was shown with all its streets included. The advertisers would sponsor the map. There is a definite need for maps in Town, since people are continuously requesting them. Ms. Noeller will work with the businesses and setting rates for their ads.

### **Discuss listings from Southeast Commercial Real Estate**

Ms. Garbitt stated that Ms. Driscoll provided the information for the Committee to review.

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

Chairman Burke explained that the formation of a Tourism Sub-Committee was an idea that was brought up, however, is this something that we want to explore as a group? We will only do it if people want to do it. It is worth having a conversation to determine if it is something that time will be well spent on as a committee. Mr. Chestnut explained that he is not a hiking person. He is more bricks and mortar. Ms. Driscoll stated that she would rather focus on the development side. Ms. Kulakovich stated that she was interested in being part of one. I think there are people that would like to start this, and they are bouncing it around to see what town entity should this stem from. Ms. Hollenbeck can explain that since there is a need to work on the money aspect, etc. I think it is going to happen, but I don't know how. I think this group should think seriously about being involved and to think about the title, Economic Community or Economic Development. Chairman Burke suggested to hold off on further discussion until Ms. Hollenbeck is available for the discussion. It would be hard not to do this, since it fits with what this Committee is doing. Chairman Burke stated that he is interested in how Ms. Hollenbeck sees this rolling out. It was noted that Ms. Hollenbeck may not be on the Committee when the re-appointments take place for all the various Town committees, since she is now a member of the Board of Selectmen.

### **Discuss the request from the Chamber of Commerce to put their link on the Town's website**

Mr. Olivieri will contact Valerie at the Middleborough Chamber of Commerce to discuss how to get this moving.

### **Discuss the Planning Board's Public Hearings held on April 29<sup>th</sup> for the rezoning of parcels on Bedford Street**

Ms. Garbitt stated that the Planning Board voted to put the re-zoning article on the Town Meeting Warrant for the Lakeville Business Park, but one of the map, block and lots was wrong, so they will have to re-advertise and hold another public hearing the night of the Annual Town Meeting. They also voted to recommend re-zoning the parcels starting with the A-frame to Taunton Street and the parcel behind Joe's Gas to business, and that will be on the Town Meeting Warrant. There was a brief discussion regarding the warrant article to rezone Gene Bartlett's property and the two adjacent parcels on Bedford Street across from Joe's gas as a Business Development Opportunity District. The question came up if anyone had contacted the owners of the properties, and no one had been contacted.

Planning Board member Don Bissonnette will reach out to the residents to see if they are in favor of this. The Planning Board will meet again Saturday morning.

### **Old Business – Business Surveys will be mailed with June Real Estate Tax Bills**

Ms. Garbitt stated that she had added a sentence to explain about the Business Surveys, and they will be mailed out June 30<sup>th</sup> with all real estate tax bills.

### **New Business**

Mr. Olivieri noted that Mr. Rocha was correct about the fact that the Town should have had the rezoning all set up before it brought Sysco into the picture. So considering that, is the Lakeville Hospital Property currently zoned the way National Development needs it to be to make it as marketable as it can be? What should be done so that when someone is knocking on their door it is exactly what is needed with zoning. Chairman Burke stated that that is a good point. The existing zoning is not viable for National Development, or they would have developed it. So maybe the Committee can reach out and ask about this. Mr. Olivieri suggested calling Sherry Clancy about the zoning. Chairman Burke stated that he will attempt to contact her. That is a great idea. It would not hurt to know what they want and try to get it to work at that end.

Ms. Garbitt asked if anyone was interested in looking into the downtown email initiative program and the Collaborative Workspace idea/Incubator Space as suggested by Ms. Driscoll. Ms. Driscoll brought up the Taunton Project and how she had been talking with Mr. Rocha about the Town collaborating with them to present with people in our Town regarding how Lakeville's tax rates would differ, if it brought other businesses in. It would be a three (3) to six (6) month project to do all the research. Then they draw up a scope, however, the average cost to do it is \$7,500-\$10,000. It might be a smidge under \$7,500 for Lakeville, since it is a smaller Town. However, it seems that there is plenty that the Committee can do on its own that will not cost that amount of money. The South Coast Development Partnership dues cost \$4,000 a year. This is another cost that the Committee cannot afford.

Ms. Garbitt stated that she will ask if the Board of Health will waive the fees if vendors already have a Food Handler's Certificate with another town.

Ms. Bradley asked what was taking place with the EDC website, since it was previously discussed. Chairman Burke stated that he did not think that it would be a huge deal to add a one (1) page website. Ms. Bradley suggested linking it up to the Mass Economics site with the profile information of the Town. Ms. Kulakovich suggested maybe launching a link from Ms. Craig's end to make it easier. Then replace it later, when there is time. Just have a skeleton site to begin with.

### **Schedule next meeting.**

The next meeting was scheduled for Tuesday, June 3, 2014 at 6:30 PM.

### **Adjournment**

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

VOTED: To adjourn the meeting at 8:43 PM.  
Unanimous in favor