

Town of Lakeville
Economic Development Committee
Tuesday, July 15, 2014
6:30 PM – Town Office Building

On July 15, 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 6:34 PM. Members present: Lorraine Carboni, Aaron Burke, Mitzi Hollenbeck, Sarah Kulakovich, and John Olivieri. Also present: Rita Garbitt, Town Administrator, Christine Weston, Recording Secretary. LakeCAM was recording the meeting. Members absent: Sandra Martini-Gamache, Jessica Bradley, Robert Chestnut, and Laurie Driscoll.

Discussion with Planning Board Member Sylvester Zienkiewicz

Sylvester Zienkiewicz was present for the discussion. Mr. Zienkiewicz distributed a one page information sheet regarding Conservation-Friendly Zoning for Small Massachusetts Towns and discussed with the Committee (Natural Resource Protection Zoning (NRPZ) and Transfer of Development Rights (TDR) that may be a consideration for Lakeville. He also distributed the Intensity Regulations for Lakeville's Zoning By-law. He stated that for himself there are many zoning changes that are good for the Town and even for the Economic Development Committee in particular. The Business Development zoning has not been dealt with for about 30 years in Lakeville. The only zoning listed in Lakeville for business is 70,000 square foot lots with 40 foot setbacks. It may be that no one really meant that when these regulations were written. You would not want them to have a 400 foot back yard. You do want them close together. When they are compact, they can work out well. Mr. Zienkiewicz stated that he was interested in volunteering to work with one of the EDC Members to possibly get something put together regarding modifying Lakeville's Intensity Regulations and bring it back to the EDC to see what the entire Committee thought. Maybe the 70,000 S.F. should be 60,000 S.F. or even 50,000 S.F. The business would need parking, and with parking space available, the business will sell more in their store. Ms. Kulakovich stated that it would be so nice to plan the town and have a layout that works for diversity. Mr. Olivieri stated that as long as it is not spot zoning, then it sounds fine. The lots across from the hospital site, those are tiny lots and you cannot really build a lot. Mr. Zienkiewicz stated that it can also be done for places that have water or do not have water. He stated that he would like to help and move this forward. It is probably best to have the Committees in Town be the proponent for this for Town Meeting. Then maybe it would have a chance of being approved.

Mr. Zienkiewicz stated that there are some properties across from Joe's Gas that would like to be zoned business. He stated that the Town has not heard from the large property owner with the 100 plus acres. Mr. Burke stated that last night the Selectmen discussed having the Master Plan revised, and these topics tie into a lot of this. I agree with this idea basically, that there should be some sort of planning out for the Town. I would like to put this out to the whole group to see who is interested in working with you. Ms. Garbitt will send an email out to the entire Committee asking if someone would like to be a liaison with Mr. Zienkiewicz. Mr. Olivieri asked if this should be done now, since the Selectmen have been discussing revisiting the Master Plan. Ms. Hollenbeck stated that the Selectmen basically discussed having all the groups provide their views, therefore, this is the cart and horse next to each other. Ms. Kulakovich stated that she did see both approaches taking place simultaneously so that there could be a lot of brainstorming with everyone. All the angles can be brought forward to have diversity. Then it will steer itself later. Ms. Garbitt stated that she could send

out an email asking for suggestions. Mr. Burke stated that it is almost like doing a survey of the Boards to see what they are trying to do and what the Selectmen can do to help them. There does need to be a big picture view point which speaks to the Master Plan.

Approve Meeting Minutes for February 27, 2014 and May 6, 2014

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

VOTED: To approve the Meeting Minutes of February 27, 2014 as presented.
In favor 4, Absent 4, Abstain 1 (Ms. Carboni)

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

VOTED: To approve the Meeting Minutes of May 6, 2014 as presented.
In favor 3, Absent 4, Abstain 2 (Ms. Hollenbeck, Ms. Carboni)

Discuss the Charge for the Committee and whether or not to appoint Sub-Committees

Mr. Burke stated that the Committee has been working a little over a year now to design and fashion ourselves and determine the needs of the Town. We are at a crossroads with what this group would like to do. We have the opportunity to get involved in community development and tourism, but that does not necessarily mean this is what this group was established to do. Therefore, do we want to establish another committee to handle these items? This topic was discussed with the Selectmen on June 16th, and the feeling was for myself to discuss this with the group first to determine who is interested in doing what. The Committee should not be divided up until input is received from the Members. We may be trying to rush things, since we do not have the full group together this evening. So the discussion is; do we fine tune our Charge and focus more on what this group was designed to do and create a Community Development Committee that would handle the tourism and other such areas. It seems that at this time the Committee is bifurcated with what it wants to do. To do it right, the Committee either needs to revise the Charge or create a new group with its own Charge. Ms. Carboni asked if other Towns have groups that are separate. Mr. Burke explained that it really depends on what the needs are of the community. This Committee had people come in and talk about a lot of great things that we want to do in the Town.

Ms. Hollenbeck stated that she had visited the Plymouth County Tourism Board in order to learn about other options for receiving grant money such as Middleborough. They received \$25,000 from the State to create their Tourism booklet, since they wanted to do some marketing and advertise what they had in their town. They represent every community and will set up a website for you as part of Destination Plymouth.com. Lakeville can present anything to them promoting Lakeville. Just take a picture and write up a description of the place and what it is all about, and they will put it up on their website. They are then able to steer people into some of the small towns that they would not otherwise go to. It all has to be municipal based. If it is business or commercial, then that business would have to pay for it. This is an available resource for the Town of Lakeville. There can be someone designated to be in charge of the social media campaign for the Town to promote such events as the Arts and Music Festival, etc. They will get the information up on their site. It is a good way to reach people without a lot of money. Lakeville is not listed right now, since no one has approached them. They need to be approached. They do not look to the towns. They will promote agricultural tourism opportunities such as; hiking, fishing, berries and apple picking. That is what they are looking for to

list as options for people to do in nearby communities. They want to make sure though that it is easy to get to and has public parking, then they will push the rest out. Other opportunities for people are: swimming, camping, horse trails, etc. This is available to the Town at no charge to promote the Town. Mr. Burke explained that this is something to “cash” in on, however, that does not really fit within this Committee’s purview.

Mr. Olivieri stated that he wants to promote commercial space in town, and I think that is what people think this Committee is all about. It does make sense to separate the Committee in two (2) divisions. Have two (2) committees, and each forum has a more focused direction. Ms. Hollenbeck stated that if the Committee does decide to break off, eventually it will come back together. Both Committees can promote the Town and bring more people to the Town, which will then bring business to the Town. People will want restaurants and walk-in-shops, if they come here. I think it makes sense to have two (2) committees continuing to touch base with each other. Mr. Olivieri agreed that they are not so far apart from each other, but to have them together slows things down tremendously. Mr. Burke stated that this group has discovered a great new pathway that did not exist in his mind a year ago. All of this is great, and I want to see it progress. So now it is time to homogenize two (2) new groups. The Selectmen should have that discussion. We have to decide on how many people will be in the new group, and maybe send out an email to the entire EDC to see who wants to do what. Ms. Garbitt suggested getting samples of a Charge for the Community Development Committee from other towns. There is a lot this new committee can do to help promote the Arts Festival, Open Space events, and Betty’s Neck events. Mr. Burke explained that that is another reason why he has been having all Boards and Committees meet with the Selectmen in order to find out what they do, what they need and to help them move forward in their endeavors, if possible.

Ms. Garbitt stated that the EDC Charge would stay the same except for maybe the membership. There are presently nine (9) members on this Committee. Ms. Garbitt will send out an email to all the Members asking which committee they would like to serve on. Mr. Burke stated that he would like to poll this group and then determine what we (the EDC) wants that group to do.

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

VOTED: To communicate to the entire EDC membership asking what their preference is of which Committee that they would want to serve on in the future. Asking if they would want to participate on this or another committee, noting that they could be involved in both if they wanted to.
In favor 4, Absent 4, Abstain 1 (Ms. Hollenbeck)

Discuss appointing a Member to the Review Committee for 43D Expedited Permitting for the Lakeville Hospital Property

Mr. Burke stated that there is a need for someone on this Committee to be on the Review Committee for 43D Expedited Permitting for the Lakeville Hospital Property.

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

VOTED: To appoint John Olivieri to the Review Committee for 43D Expedited Permitting for the Lakeville Hospital Property.
In favor 3, Absent 4, Abstain 2 (Mr. Olivieri and Ms. Hollenbeck)

Discuss the website for the Economic Development Committee

Mr. Burke stated that one of the goals that the EDC had identified was having a website. The initial suggestion was brought forward by Ms. Carboni. Ms. Carboni stated that the website address is already in place. Ms. Hollenbeck asked about looking at the software that the realtors have to make sure that the Committee would have the proper integration. This was something Robert Chestnut had indicated that he would look into. Ms. Carboni stated that she will look into this further to provide more information at the next meeting. Mr. Burke stated that he is under the impression that this group would have to maintain the database. Ms. Kulakovich added that she will do some checking about this as well. Ms. Garbitt stated that the EDC has a lot of information that could be put on it. The Committee can highlight the Lakeville Hospital site and show that the Town has expedited permitting on it and note how Comcast (fiber network) is coming to the Great Ponds Industrial Park.

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

Mr. Burke stated that the Committee should have the link set up with the Chamber of Commerce. Mr. Olivieri stated that initially it was for the Town to be on the Chamber's website, but that opportunity has since gone by. At this time the EDC could have the Chamber's website noted with a link to it. It would be link specific to SRPEDD reports, etc.

Discuss the 2014 Comprehensive Economic Development Strategy (CED) prepared by SRPEDD

Ms. Garbitt stated that the EDC should be having someone attending the Regional Economic Strategy Committee (RESC) meetings. Ms. Garbitt will email the CEDs document to Mr. Burke, and he will put it in the drop box.

Old Business – Business Surveys will be mailed with the July Middleborough G&E Electric Bills

Mr. Burke explained that the Business Survey did not get in on time to be mailed out with the tax bills, but it still can be done through the July MG&E bill. Ms. Garbitt stated that they will go out with Lakeville's electric bills starting July 21st. It will also be in their newsletter, and there will be a link to the website. This will reach more households and business owners than the tax bills would have.

New Business

Mr. Burke stated that Ms. Kulakovich has some information to share with the Committee. Ms. Kulakovich stated that in order to get publicity around, there is a need to promote an awareness. She mentioned that she had, rather quickly, worked to coordinate the Day's Inn in Middleborough (which has since been renovated and the "homeless" have been moved to another location) with Loon Pond Lodge (Ted Williams Camp) to help coordinate events. She provided a one sheet brochure regarding a sample of what could be done to promote Lakeville's hiking, biking, canoeing, swimming, etc. She had also been researching ideas about how to be a vendor and starting your own farmers market by speaking with people already occupying businesses, such as someone with chickens and selling eggs and including the Board of Health. Why not have a young entrepreneurs' club and education for children? Piggy back on things. Let Lakeville drive what Lakeville is going to be. People can invite vendors to participate. Start small with eight (8) tables, and we have six (6) filled from just speaking with people that are interested. It gets awareness raised which can continue, and then grow from there.

Maybe have a Winter Market. Those who attend the events could be polled to determine if they are a resident, vendor or visitor. Then allow it all to grow out of the community. Flyers could be put up in key locations and websites. Ms. Hollenbeck stated that this is a great concept. Hotels and restaurants are what the Town is presently lacking, but to make arrangements with a neighboring town, that might help support economic development. Ms. Kulakovich added that the key is to bring people with a certain mindset who do a particular type of activity that Lakeville has to offer to enhance and complement one area with another. Communities will grow each other and complement each other. People will understand each other, since they are living in the same types of environments.

Mr. Burke stated that Ms. Kulakovich is really dialed into this concept, and he appreciated her efforts. What she has done is a product of a committee that does not yet exist though, and the EDC doesn't have the authority to vote to do that. Maybe the Committee could vote that this be brought to the Selectmen to vote to do this, but that is not what the Charge of this Committee is. Mr. Burke suggested that this topic be added to the July 28th agenda of the Selectmen and include it with the development of the new Committee.

Any other business that may properly come before the meeting:

The next meeting was scheduled for; Tuesday, August 5th at 6:30 PM.

Adjournment

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

VOTED: To adjourn the meeting at 8:02 PM.
Unanimous in favor