



Cape Cod Economic Development Council (CCEDC)
3225 Main Street, PO Box 226, Barnstable, MA 02630

Minutes, April 7, 2016

Present:

Mary Pat Flynn, John Kilroy, Barbara Milligan, Felicia Penn, Richard Roy, Sheryl Walsh, Allen White, David Willard,

Absent:

Ken Cirillo, Brian Mannal, Rick Presbrey, Dan Wolf

Also Attending:

CCC Staff: Taree McIntyre

Felicia Penn called the meeting to order at 5:03 pm in the Innovation Room at the Barnstable County Complex. Upon a motion by David Willard, second by John Kilroy the minutes of the March 3, 2016 meeting were approved.

Jack Yunits, County Administrator, did not attend the meeting and will be invited to a future meeting.

Ms. Penn stated that the new County Finance Administrator, Mary McIsaac, has decided the License Plate Fund will go to a cash accounting system rather than the accrual accounting system used in the past. A previous grant to the Cape Cod Commission (CCC) for \$290,000.00 was funded in full earlier this year almost depleting the account. Of the four grants recently awarded to OpenCape Corporation, Ward Aquafarms, Lewis Bay Research, and Cape Cod Community College and approved by the County Commissioners, only OpenCape Corporation has been funded. Funds will be temporarily returned from the CCC so that Lewis Bay Research and the Community College will receive their awards. The Ward Aquafarms grant was deemed ineligible because of Mass 30B laws. Instead, a Request for Quotes (RFQ) has been issued for the same scallop project with a deadline to submit bids by Monday, April 11, 2016.

Ms. Penn announced that the local Chambers of Commerce were outraged when the CCEDC recommended the closing of the Route 6 East rest area between exits 6 and 7. The County Commissioners have agreed to keep the rest area open for the 2016 tourist season while attempting to formulate a plan for the future. Jack Yunits, County Administrator, has been meeting with the Chambers and Steve Tebo, Facilities Director, to discuss revenue sources to cover the current maintenance expense of \$42,000 yearly. The Chambers are hoping to enlist many of their members to donate time, labor, and materials for the enhancement of the decrepit facility. Commissioner Mary Pat Flynn stated that maintenance of the facility is not an appropriate use of License Plate Funds and she does not believe the CCEDC will be funding the expense for the upcoming season.

Ms. Penn presented a list of marketing recommendations (attached), which were discussed at the March, CCEDC meeting, as a means to bolster the declining License Plate Revenue. Allen White, CCEDC representative to the marketing committee, will present the list at their next meeting.

The meeting was adjourned at 5:50 pm.

Talking Points/Recommendations to the Cape & Island License Plate Marketing Committee

1. C & I License Plate Revenue is in decline.
2. Creative efforts to increase sales must increase.

Suggestions for 2016 and Beyond:

1. Create a New Design: which will spark new interest
2. Allow C & I Vanity Plates: This increases the base of support exponentially
3. Identify opportunities for commercial fleet C & I Plates
4. Identify areas where incentives to sell/own a plate are useful:
 - a. Incentivize dealerships:
 - i. The dealership selling the most plates receives public recognition, and an award for selling the most plates. Also salesperson within the dealership who sold the most receives a cash prize.
 - b. Plate Owners: Each year, 50 random plate numbers are chosen and placed into a drawing for a : Weekend trip? Cash prize? Or Other incentive