

APPOINTMENTS COMMITTEE MEETING

April 23, 2024

2:00pm

Councilor Jeffrey Mendes (Chair)
Councilor Kris Clark (Vice Chair)
Councilor Kristin Terkelsen
Councilor Seth Burdick
Councilor Charles Bloom

MEETING MINUTES

Chair of Committee Councilor Jeffrey Mendes opened the meeting of the Appointments Committee in the Selectmen's Conference Room at 2:00pm and made the following announcement:

This meeting is being recorded and will be rebroadcast on the Town of Barnstable's Government Access Channel. In accordance with Massachusetts General Laws Chapter 30A, Section 20, the Chair must inquire whether anyone else is recording this meeting and, if so, please make their presence known. This meeting will be replayed via Xfinity Channel 8 or high-definition Channel 1072. It may also be accessed via the Government Access Channel live video on demand archives on the Town of Barnstable's website: <https://streaming85.townofbarnstable.us/CablecastPublicSite/?channel=1>

The administrator to the Town Council took Roll call, all members present in the Selectmen's Conference Room

The Chair of Committee asked for public comment via the Zoom link provided to the Public.

Mr. Larry Morin (no comment right now just listening)

Chair of Committee welcomed Sam Wilson who has applied to serve on the Committee to Assess and Recommend Strategies for Housing Creation within the Town

Samuel B. Wilson
Hyannis Port, MA

April 18, 2024

Town Council
Town of Barnstable
367 Main Street
Hyannis, MA 02601

Dear Councilors:

I am writing to express my interest in serving on the Town Council Sub-Committee to Assess and Recommend Strategies for Housing Creation Within the Town. As a lifelong resident of the Town of Barnstable, my education, work experience, and volunteer experience with the Town makes me the perfect candidate for this committee to help expand the housing supply and make the Town more affordable for all residents.

I have an outstanding educational background. In college, I majored in Economics at Denison University. This provided me the fundamental understanding of how markets work, the basic cornerstone of creating more housing. The housing market functions like any market and is subject to the effects of supply and demand. Through my education, I have an extensive understanding of what affects supply and demand, how changes to the affects will move the supply and demand curves, and how that will then impact the supply and pricing of house (both generally and within specific market segments). I can use this knowledge to help shape policies that promote the creation of year around housing to bring down the market price, increasing affordability. After college, I earned a Master of Professional Studies in Real Estate from Georgetown University. This 2-year specialized master's program gave me an extensive understanding of the real estate development process and the benefits and challenges in creating new housing. I took a specific class in Affordable Housing development, so I understand the challenges in building the capital stack to create (or renovate) deed restricted affordable housing. With this knowledge, I can help the Town create policies that promote and support the creation of both deed restricted and market rate affordable housing.

My entire career has been in real estate, primarily on the Cape. During a short stint in DC, I worked in new development condo sales and commercial (retail) real estate, but my heart is in the Cape Cod residential real estate market. I have brokered tens of millions of dollars of deals ranging from entry-level, first-time homeowner properties to large, expensive summer estates. This extensive knowledge of the residential real estate market exposed me to the challenges that home buyers (especially those year around owners) on the Cape and in the Town are facing. I have been on the front lines as the market got crazy in during the COVID pandemic and saw the insane deals occurring that made owning the Cape so challenging now. I have also handled a few summer rentals, so I understand how that market functions and how it impacts the year around homeowner. As part of this committee, I will

Town of Barnstable
Application Form
Town Council Sub-Committee Application Form for Public Use

Name: Samuel Wilson Village: Hyannis Port
Mailing Address: PO Box 174, Hyannis Port, MA 01914 E-mail: samuel.wilson@geacul.com
Telephone: (H) _____ (W) _____ (Cell) 724-4187-7074

Please list schools attended and /certificates or degrees earned: St. Ann Academy (K-6), Fry School (7-9)
Middle School (10-12), Denison University, BA in Economics, Georgetown University, Master of Prof. Studies in Bus. Admin.

Recent Work Experience/Employers/Profession: Sethby's Hill Realty, Nest Realty And Atlantic
FN Hoffman

Are you a resident and registered to vote in the town of Barnstable? Yes No

REQUIREMENT: TO SERVE, YOU MUST BE A RESIDENT AND REGISTERED TO VOTE IN THE TOWN OF BARNSTABLE.

Please indicate the committee(s) you wish to serve on:

- Committee to Review and Assess Zoning and Review the Town's use of Regulatory Agreements
- Committee to Assess and Recommend Strategies for Housing Creation Within the Town

Please indicate in a sentence or two what qualifies you for this appointment:

Please see attached Resume and letter of interest

SW
Signature

4-18-2024
Date

NOTE: The state conflict of interest law prohibits committee members from participating as such in any matter in which the committee member has a financial interest or in any matter in which any of the following have a financial interest: the committee member's immediate family or partner, a business organization in which the committee member serves as officer, director, trustee, partner or employee, or any person or organization with whom the committee member is negotiating prospective employment. "Immediate family" includes the committee member and spouse, and their parents, children, brothers, and sisters.

Are you aware of any such financial interests that would potentially impact your ability to fully participate as a committee member in the committee(s) on which you wish to serve?

YES _____ NO

If yes, please provide a brief explanation.

Return completed form to: Barnstable Town Council Office, 367 Main St., Hyannis 02601 by April 19, 2024 or FAX to: 508-862-4770. Or scan and attach your application and email to Cynthia.lovell@town.barnstable.ma.us

Additional documents (letter of interest & resume) may be included in addition to this application.

PROFESSIONAL EXPERIENCE

Sotheby's International Realty Osterville, MA
Realtor December, 2011 – July, 2015 | March, 2020 – Present
 Managed business development, strategic marketing, and detailed market analysis as a proven, trusted strategic and financial advisor in partnership with the most trusted and leading global brand in Cape Cod's luxury real estate market.

- Represented buyers and sellers with a transaction volume of tens of millions of dollars, including a top 5 land sale and breakout sales in specific markets.
- Created tailored marketing and pricing plans including analysis of target demographics, seasonal adjustments, and predictive market trends through a proprietary Excel model to valued unique luxury.
- Created self-sustaining lead flow and personal referral network of previous clients and local business leaders.

Next Realty Mid-Atlantic Arlington, VA
Associate July, 2018 – January 2023
 Commercial real estate broker specializing in retail spaces and leading tenant prospecting for national REITs and site selection for national retail brands.

- Critical member of the team responsible for leasing over 50,000 SF of retail space in multiple new mixed-use developments in the Northern Virginia suburbs, resulting in over \$8M in leased value.
- Lead the search for gas pad, restaurant, and self-storage sites for national retailers in the greater Washington, DC and Virginia Beach markets resulting in tens of millions of dollars in accepted LOIs.
- Prepared and assembled pitch materials for over 50,000 SF of retail space including merchandising plans, prospective tenant lists, SWOTs, and pitch decks.

PN Hoffman Washington, DC
Sales Associate August, 2015 – April, 2018
 Led the frontline purchaser experience with over \$200+M in contracts for the luxury residential developer of The Wharf, a groundbreaking mile-long mixed-use waterfront destination in the heart of DC, and other condominiums in DC.

- Integral member of new project sales development through compiling, maintaining, and interpreting competitive market analysis into recommendations for prospective project viability and pre-launch project pricing along with developing sales process and client relation strategies.
- Responsible for sales snapshots and status updates delivered to the development team and partnership group on a daily, weekly, and ongoing basis.
- Highly trusted and valued for the ability to provide a consistently personalized and knowledgeable client experience through both virtual and in-person interactions.
- Led the development and maintenance of Excel models and reporting databases for tracking purchasers, sales progress, the allocation of ancillary revenue products, and unit finishes and upgrades for each project.

COMMUNITY INVOLVEMENT

Hyannis Water System Hyannis, MA
Chair, Barnstable Municipal Water Supply Board July, 2021 – Present
 Advisor to the Town Manager regarding all aspects of the Town's municipal water delivery system, including overseeing a \$5M+ budget, to provide clean drinking water at the most affordable rates possible.

EDUCATION

Georgetown University, School of Continuing Studies Washington, DC
Master of Professional Studies in Real Estate May 2020

Denison University Granville, OH
Bachelor of Arts in Economics, minor in Geology May 2010

Licenses: Real Estate Salesperson – Massachusetts (Active) | Maryland, Washington, DC, Virginia (Inactive)

Key Skills: Discounted cash flow modeling, Microsoft Office Suite (Word, Excel, PowerPoint), CoStar, MLS Property Information Network, multiple different email marketing, and social media marketing platforms.

Chair of Committee welcomed Martin MacNeely who has applied to serve on the Committee to Assess and Recommend Strategies for Housing Creation within the Town

Town of Barnstable
Application Form
 Town Council Sub-Committee Application Form for Public Use

Name: Martin MacNeely Village: Marstons Mills
 Mailing Address: 268 Winding Cove Road E-mail: mamacneely@icloud.com
 Telephone: (H) 508-776-1636 (w) N/A (Cell) 508-776-1636
 Please list schools attended and /certificates or degrees earned: Cape Cod Community College - Fire Science Degree
 Recent Work Experience/Employers/Profession: Current - Pretty Picky Properties- Property Manager/ Vacation Planner. Past- 35 yrs Fire Prevention Officer/ Firefighter EMT COMM Fire District
 Are you a resident and registered to vote in the town of Barnstable? Yes No

REQUIREMENT: TO SERVE, YOU MUST BE A RESIDENT AND REGISTERED TO VOTE IN THE TOWN OF BARNSTABLE.

Please indicate the committee(s) you wish to serve on:

Committee to Review and Assess Zoning and Review the Town's use of Regulatory Agreements
 Committee to Assess and Recommend Strategies for Housing Creation Within the Town

Please indicate in a sentence or two what qualifies you for this appointment:

I am 40 year resident of the Town of Barnstable who is very much aware of the current housing crisis and the need to expand needed housing to the villages outside of Hyannis. I currently have 3 housing insecure children ranging in age of 25 to 34 who would love to stay on Cape Cod.

Martin MacNeely April 18, 2024
 Signature Date

NOTE: The state conflict of interest law prohibits committee members from participating as such in any matter in which the committee member has a financial interest or in any matter in which any of the following have a financial interest: the committee member's immediate family or partner, a business organization in which the committee member serves as officer, director, trustee, partner or employee, or any person or organization with whom the committee member is negotiating prospective employment. "Immediate family" includes the committee member and spouse, and their parents, children, brothers, and sisters.

Are you aware of any such financial interests that would potentially impact your ability to fully participate as a committee member in the committee(s) on which you wish to serve?

YES NO

If yes, please provide a brief explanation.

Return completed form to: Barnstable Town Council Office, 307 Main St., Hyannis 02601 by April 18, 2024 or FAX to: 508-863-4770. Or scan and attach your application and email to: Cynthia.Lavelle@town.barnstable.ma.us

Additional documents (letter of interest & resume) may be included in addition to this application.

- Currently licensed as a real estate agent in Massachusetts
- Presently employed by Pretty Picky Properties a Vacation Rental Company based in Brewster. My current titles are vacation planner/property manager

Martin MacNeely
4/18/2024

Committee members welcomed Eric Schwaab who has applied for the Committee to Review and Assess Zoning and Review the Town's use of Regulatory Agreements, (Councilor Terkelsen and Councilor Bloom recused from the interview)

April 19, 2024

Dear Appointments Committee,

Thank you for considering this application to join the Committee to Review and Assess Zoning and Review the Town's use of Regulatory Agreements.

I have a detailed understanding of the Town's zoning and the use of regulatory agreements to promote development. I have written extensively on recent efforts to change zoning on Main Street, and I collaborated on efforts to source public comment on the Cape Cod Commission (CCC) Regional Housing Strategy which relies extensively on zoning changes to promote housing growth. I've reviewed the draft zoning the CCC developed to support their Regional Housing Strategy and generally agree with their approach to zoning changes to promote regional growth.

I have a particular interest in efforts to change residential zoning to promote growth within and around residential neighborhoods. I have a detailed understanding of the Home Occupation ordinances and have read extensively on the impact of Short-Term Rentals on our neighborhoods. I understand the importance of allowing multi-family zoning to be appropriately sited and developed to support housing growth. I can contribute to the review of the zoning ordinances on these topics.

Finally, I've acquired extensive knowledge of the Town's mapping capabilities. I'm familiar with the layers developed by the Town, the CCC and the Barnstable Land Trust. I've mapped Inspectional Services data. I should be able to provide technical services to this committee to augment those provided by the Town in data collection, document preparation, analysis, and design.

I look forward to working collaboratively on this committee.

Thank you for your consideration,

Eric Schwaab
Hyannis, MA
eschwaab@gmail.com

Town of Barnstable
Application Form Town Council Sub-Committee Application Form for Public Use

Name: Eric Schwaab
Village: Hyannis
Mailing Address: 157 Melbourne Road E-mail: eschwaab@gmail.com
Telephone: (H) (W) (Cell) 617-997-1817

Please list schools attended and /certificates or degrees earned: BA Reed College, MBA UMASS Boston
Recent Work Experience/Employers/Profession: Director of User Experience/UX Designer.

See: <https://www.linkedin.com/in/eschwaab/>

Are you a resident and registered to vote in the town of Barnstable? Yes No

Please indicate the committee(s) you wish to serve on:

Committee to Review and Assess Zoning and Review the Town's use of Regulatory Agreements
 Committee to Assess and Recommend Strategies for Housing Creation Within the Town

Please Indicate in a sentence or two what qualifies you for this appointment:

Extensive technical expertise in municipal zoning, mapping and analytics. Detailed understanding of community concerns.

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YES NO

If yes, please provide a brief explanation.

Return completed form to: Barnstable Town Council Office, 367 Main St., Hyannis 02601 by April 19, 2024 or FAX to: 508-862-4770. Or scan and attach your application and email to Cynthia.lovell@town.barnstable.ma.us

Additional documents (letter of interest & resume) may be included in addition to this application.

Signed by: Eric E Schwaab
Signature Date: 4/18/2024

Eric E. Schwaab
157 Melbourne Road
Hyannis, MA 02601

eschwaab@gmail.com

Professional Experience

2004 -2019 - User Experience Design Director

1993- 2003 - Interactive Media Producer

1981- 1993 - Financial Services/Start-ups

Education

MBA - UMASS Boston College of Management, Marketing and Analytics,

BA – International Studies/Economics, Reed College, Portland, Oregon

Publications

Roberts, Mary Lou and Eric Schwaab. “Branding on the Internet,” Encyclopedia of E-Commerce, E-Government, and Mobile Commerce

Recent engagements

Network Admin – Networked neighborhoods!

Implemented a neighborhood engagement tool for community news, history and local culture. Created cape-wide notification system and promoted civic engagement best practices online.

Director – User Experience, Platform Architecture

Established a User Experience team to support SaaS platform development for government sponsored savings plans. Provided insights, strategy, creative, and publishing services for an industry leading 529 College Savings platform and an emerging platform for state sponsored retirement plans.

Senior UX Lead - Product Strategy

Led product design for innovative problem oriented electronic medical record (EMR) in collaboration with Amazing Charts, faculty of the Harvard Medical School, and the leadership team at the MGH Computer Science Lab.

UX Consultant – Boston Area

Contract consultant providing user experience research, digital transformation, and interaction design services.

Committee members welcomed Stephen Peckham who has applied to serve on the Committee to Review and Assess Zoning and Review the Town’s use of Regulatory Agreements

Town of Barnstable
Application Form
Town Council Sub-Committee Application Form for Public Use

Name: Stephen Peckham Village: Hyanis
Mailing Address: 68 Center St / Suite 15 E-mail: 2baragaband@gmail.com
Telephone: (H) _____ (W) _____ (Cell) 508-776-1128

Please list schools attended and /certificates or degrees earned: Barnstable → 1964
DY → 68 / Graduated Wentworth Institute of Technology

Recent Work Experience/Employers/Profession: Master Electrician + 50 yrs / Peckham Elec /
Union States Electrical Agents / Retired 11x & Part-time Contracting

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 Committee to Assess and Recommend Strategies for Housing Creation Within the Town

Please indicate in a sentence or two what qualifies you for this appointment:
I grew up / moved from New Bedford edge 6 to Louis St Hyannis
in 1964 thru Peckham & Co → DY / Lived out past 50 yrs Hyannis,
Orville, MA. I’ve been in Barnstable for 40 yrs thru Peckham Elec
40 yrs - moved to Hyannis 4 yrs ago / Since on various town
committees & boards etc. I know this town and many of the residents
I am concerned about the current regulations & understand how they

Signature: _____ Date: 11/9/24

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Committee members welcomed Paul Phalan who has applied to serve on the Committee to Assess and Recommend Strategies for Housing Creation within the Town

Chair of Committee asked for a motion to adjourn, Councilor Terkelsen made the motion to adjourn, Councilor Clark seconded, all members present voted in favor of adjournment.

Councilor Terkelsen yes

Councilor Burdick yes

Councilor Mendes yes

Councilor Clark yes

Councilor Bloom yes

ADJOURN: 5:04 pm