

TOWN OF FALMOUTH
SELECT BOARD
REVISED AGENDA
TUESDAY, APRIL 22, 2025 – 6:30 P.M.
OLD WATER DEPARTMENT MEETING ROOM
TOWN HALL
59 TOWN HALL SQUARE, FALMOUTH, MA 02540

The Select Board may discuss and vote appropriate action on any item listed on this Agenda unless a different disposition is noted. At the discretion of the Chair, agenda items may be taken out of order.

6:30 p.m. OPEN SESSION

1. Call to Order
2. Pledge of Allegiance
3. Recognition
4. Announcements
5. Public Comment

6:35 p.m. COMMITTEE INTERVIEWS

1. Interview and consider a vote to appoint a member to the 250th Anniversary Task Force – Peter French

6:40 p.m. BUSINESS

1. Presentation – Falmouth Chamber of Commerce affiliate partnership with Cape Cod Chamber – Michael Kasparian, Falmouth Chamber of Commerce (**10 minutes**)
2. Consider approval of seasonal and spring license renewals for 2025 (**10 minutes**)

7:00 p.m. CONSENT AGENDA

1. Licenses
 - a. Consider a vote to approve a Special One-Day Wine and Malt Liquor License for Heroes in Transition - RUCK4HIT – Cape Cod Fairgrounds, 1220 Nathan Ellis Hwy. E. Falmouth – Saturday, 4/26/25 from 8:00 a.m. to 3:00 p.m.

7:05 p.m. SELECT BOARD REPORTS

7:15 p.m. ADJOURN

Nancy Robbins Taylor, Chair
Select Board

OPEN SESSION

COMMITTEE INTERVIEWS

1. Interview and consider a vote to appoint a member to the 250th Anniversary Task Force – Peter French



AGENDA ITEM SUMMARY SHEET

ITEM NUMBER: **Committee Interviews**

ITEM TITLE: Interview and consider a vote to appoint a member to the 250th Anniversary Task Force – Peter French

MEETING DATE: 4/22/2025

WORK SESSION **REGULAR MEETING** **PUBLIC HEARING**

SUBMITTED BY: Peter Johnson-Staub, Assistant Town Manager

ATTACHMENTS: Board and Committee Application Form, Resume, 250th Anniversary Task Force Mission Statement

PURPOSE:

The Select Board will conduct an interview with Peter French who is seeking appointment to the 250th Anniversary Task Force.

BACKGROUND/SUMMARY:

- The charge for this Task Force calls for 7 to 9 full members and 2 alternates.
- There are currently 7 full members appointed to the 250th Anniversary Task Force with terms that expire on 12/31/26 and no alternates.
- The sole applicant, Mr. Peter French, submitted his application materials for a full member position on March 26, 2025.

- According to his application, Mr. French is retired and has plenty of time to give to the task force.
- Mr. French stated that he is an “avid reader and consumer of anything related to American history”.
- Mr. French states in his application that he is a “collaborative team player” with an “ability to identify program opportunities and capitalize upon a brand’s equity (in this case, Falmouth’s rich historical identity in the 250 years since the founding of our nation)”.

DEPARTMENT RECOMMENDATION:

The Town Manager recommends that the Select Board vote to appoint applicant Peter French to fill the full member 250th Anniversary Task Force vacancy with a term that expires on December 31, 2026.

OPTIONS:

- Motion to appoint applicant Peter French to fill the full member 250th Anniversary Task Force vacancy with a term that expires on December 31, 2026.
- Motion to deny the appointment of applicant Peter French to fill the full member 250th Anniversary Task Force vacancy with a term that expires on December 31, 2026.

BUDGET INFORMATION: Applicable: Not Applicable: Budgeted: Yes No

Fund	Dept.	Acct No.	Budget	Balance	Requested	Remaining

FINANCE DIRECTOR COMMENTS (IF APPLICABLE):

N/A

TOWN MANAGER COMMENTS:

The Town Manager recommends that the Select Board vote to appoint applicant Peter French to fill the full member 250th Anniversary Task Force vacancy with a term that expires on December 31, 2026.

Peter Johnson-Staub

Town Manager

4/17/2025

Date



**TOWN OF FALMOUTH
BOARD, COMMITTEE OR COMMISSION
APPLICATION FORM**

If you are interested in serving the Town of Falmouth in any capacity, please fill out this form and mail it to the Select Board, Falmouth Town Hall, 59 Town Hall Square, Falmouth, MA 02540, or email it to townmanager@falmouthma.gov. Information received will be available to all Town Boards and Officials, although the filling out of this form does not assure appointment. If selected for an interview, you may wish to submit a resume or additional information. This form and a listing of all boards and committees can be found on the Falmouth website: www.falmouthma.gov.

Name: Peter French

Address: 850 West Falmouth Hwy, Unit 6 Village: Falmouth ZIP: 02540

Mailing Address: 850 West Falmouth Hwy, Unit 6 Village: Falmouth ZIP: 02540

Telephone: [REDACTED] Email: [REDACTED]

How long have you been a Resident 13 yrs (date: 2012) / Taxpayer 13 yrs (date: 2012)

Amount of time you are available to give: retired; virtually unlimited

Town Committee, Board or Commission you are interested in serving on:

1. 250 Committee
2. _____
3. _____

Seeking: Permanent Position Alternate Position

Have you attended any meetings of the committee for which you are applying? yes; 3/19/25

Relevant affiliation and work and personal experiences: Professional work in New Business Development mapping strategies to create/launch new products/programs. A collaborative team member, able to marshal resources and cultivate partnerships/alliances. In college and ever since, an avid reader and consumer of anything related to American History.

Town offices held in Falmouth or elsewhere and dates of years served: N/A

Briefly describe the particular skills you feel you will add to the committee or board: Ability to identify program opportunities, and capitalize upon a brand's equity (in this case, Falmouth's rich historical identity in the 250 years since the founding of our nation). Have conceived and taken to market numerous multi-dimensional programs, aligning with any/all available resources that can build upon and enrich the program's concept. As a lifelong visitor, for many years a summer resident, and since 2012 full-time West Falmouth resident, I have a deep and abiding affection for Falmouth's past and its plentiful offerings of today. It would be my pleasure to serve and participate in the Committee's activities over the next year.

You may attach a resume to this application.

List three (3) references:

	<u>Name</u>	<u>Title</u>	<u>Phone</u>
1.	<u>Robert Mascali</u>	<u>Selectboard Member</u>	<u>[REDACTED]</u>
2.	<u>Allan Wilson</u>	<u>Board; Joe Q Veterans</u>	<u>[REDACTED]</u>
3.	<u>Steve Clay</u>	<u>Ret. Dir. YMCA; Rotarian</u>	<u>[REDACTED]</u>

I hereby certify that I have been provided a summary of Massachusetts General Law 268A, the Conflict of Interest of Law, I have read the material provided, and to the best of my understanding have no potential or actual conflict of interest.

I have received a copy of the Select Board's Appointment Policy and read the material provided.

DATE

APPLICANT'S SIGNATURE

In the event the applicant cannot sign this statement, you should provide an explanation of the reason (s) why if you still wish consideration for appointment.

PETER H. FRENCH

PO Box 145, West Falmouth, MA 02574

Fortune 500 Marketing and Business Development Leader: Mr. French experienced classical marketing and management training in highly respected and innovative consumer product organizations, holding line positions at The Quaker Oats Company, the Nestle Company, NFL Properties, Time Warner and SkyBox Int'l. Career progression reflected increasingly responsible roles from Product Manager to; Director of Business Development, Marketing, Licensing; Associate Publisher; Vice President Marketing & Operations.

Entrepreneurial Experience / Start-ups: Over the past 15+ years Mr. French has applied the disciplines and experiences gained in major corporations to a number of smaller organizations including, pure start-ups, early-developmental stage companies, and small and mid-sized private concerns. He was a principal in establishing the strategic positioning, organization and operational build-out, product development and sales & marketing initiatives at the President, COO, EVP/SVP level.

AB; Amherst College

MBA; Columbia University Graduate School of Business

Selected Achievements & Skills

- **Revitalized a corporate media barter company with 35+ employees, growing from \$32 million to over \$50 million in 2 years.** Achieved this by instituting tighter financial & administrative controls, with 10% profit improvement, by establishing MBO's and creating performance monitoring standards for sales and profitability.
- **A principal in the successful reorganization of a \$180 million sports & entertainment trading card Company.** Led Executive Committee in turnaround initiative involving: 35% RIF, revised sales/revenue goals, product realignment; directed buy-back of NFL and NBA joint ventures; renegotiated licensing contracts with Disney, Universal Studios, Turner/MGM, securing more favorable terms.
- **Launched Sports Illustrated into numerous ground-braking ventures:** award winning Home Videos (joint ventured between SI, NFL Films, HBO Video and sponsors, Dodge and Reebok); Affinity Credit Card through VISA/ BONY (created multi-vendor co-op program and secured 30 page schedule); Active Sportswear with Federated Department Stores. Selected to be Associate Publisher during highly successful launch of SI for Kids directing ad sales (secured 10 page sponsorships from 31 Charter Advertisers, exceeding plan by 19%), promotions and publicity. Created Time Warner's first interdivisional department, managing well over \$100 million in remnant media; matured into a separate profit center.
- **Chaired NFL Properties New Business Development.** Created sports' first "Authentic" program, NFL Proline (35% of retail revenue; copied by NBA, MLB, NHL). Conceived NFL's first/only subscription magazine, PRO! Magazine, (orchestrated 15 month feasibility study, test market, 5 year plan, and executed launch (\$2.5 million gross revenue/125K subscribers, year 1). Repositioned and grew the NFL's annual food-related coupon program into the nation's largest themed Free-Standing Insert, producing a 12 page unit grossing \$2.9 million and \$650K in net profits. Ran Publishing and Youth programs.
- **Skills.** Highly personable and an effective team-builder, able to marshal resources and build consensus. Very experienced at mapping product portfolios, go-to-market strategies and maximizing brand equities. Skillful at structuring and negotiating contract terms and conditions, and cultivating strategic alliances/partnerships.

Career Overview / Entrepreneurial and Fortune 500 Experience

- **Private Sale Partners** – President 2009-2012
- **Support Plus** – Investor/Managing Director 2006 – 2008
- **Firefighter Brands** – Vice President, New Business Development 2003 – 2006
- **Assetbanker. Com** – Senior Vice President / Chief Marketing Officer 2000 – 2002
- **Global Marketing Resources** – Executive Vice President / Chief Operating Officer 1997- 2000
- **CBS/FOX Video** -- Vice President, Marketing 1995 -1997
- **RxREMEDY, Inc.** – Executive Vice President, Marketing & Sales 1993- 1995
- **SKYBOX INT’L** – Vice President, Marketing & Operations 1992- 1993
- **Time Warner, Inc.** – Director / Associate Publisher 1985-1992
- **NFL Properties, Inc.** Director of Business Development/Marketing/Retail Licensing 1978-1985
- **The Nestle Co., The Quaker Oats Co.** – Product Manager 1974 – 1978

**250th Anniversary Task Force
Falmouth, Massachusetts
MISSION STATEMENT**

Background

The Falmouth 250th Anniversary Task Force shall be appointed by the Select Board in accordance with relevant provisions of the Select Board Committee Appointment Policy. The Task Force shall consist of seven (7) to nine (9) members and two (2) alternate members.

Mission Statement

The 250th Anniversary Task Force will develop activities that encourage, educate, and celebrate the 250th anniversary of the Declaration of Independence in 2026 in Falmouth.

Task Force Activities

The following activities of the Task Force are anticipated:

- Develop a comprehensive plan for celebrating the 250th anniversary in Falmouth,
- Identify funding needs and potential funding sources,
- Participate with the Falmouth School District and local historical societies,
- Oversee “focus groups” for specific tasks of proposed events,
- Coordinate the Town’s events with local, state, regional, and federal levels, and
- Advise the Town Manager on progress on a monthly basis, and
- Provide a Task Force Summary Report to the Select Board.

Selection Criteria

The Select Board shall seek individuals who possess the following knowledge, skills, and characteristics in recruiting and appointing members to this Task Force:

- Interest and knowledge of the history of Falmouth and the United States.
- Represents various geographic areas and employment sectors in Town.
- Possess a demonstrated ability to work effectively in a group process with volunteers, community members, and public officials.
- Includes a diversity of various demographic groups in Town.

Task Force Term:

The Task Force shall be established for a single purpose and will be dissolved on or before December 31, 2026. However, the Select Board may vote to extend the term of the Task Force if additional time is required to complete the proposed activities.

OPEN SESSION

BUSINESS

1. Presentation – Falmouth Chamber of Commerce affiliate partnership with Cape Cod Chamber – Michael Kasparian, Falmouth Chamber of Commerce (10 minutes)



AGENDA ITEM SUMMARY SHEET

ITEM NUMBER: Business 1.

ITEM TITLE: Presentation- Falmouth Chamber of Commerce affiliate partnership with Cape Cod Chamber of Commerce – Michael Kasparian, Falmouth Chamber of Commerce

MEETING DATE: 4/22/2025

WORK SESSION **REGULAR MEETING** **PUBLIC HEARING**

SUBMITTED BY: Peter Johnson-Staub, Assistant Town Manager

ATTACHMENTS: Falmouth Chamber & Cape Cod Chamber Uniting for a Stronger Future FAQs

PURPOSE:

The Select Board will hear a brief presentation from the Falmouth Chamber of Commerce regarding its affiliate partnership with the Cape Cod Chamber of Commerce.

BACKGROUND/SUMMARY:

- Falmouth Chamber of Commerce Director Michael Kasparian has provided a Frequently Asked Questions sheet outlining the nature and purpose of the new relationship with the Cape Cod Chamber.
- The purpose of the affiliation is described as follows:

The Falmouth Chamber and Cape Cod Chamber are pursuing an affiliate partnership in order to improve the long-term sustainability of both

organizations and better serve the Falmouth community, now and in the future.

DEPARTMENT RECOMMENDATION:

This item is for informational and discussion purposes only, and no formal Select Board action is being requested.

OPTIONS:

N/A

BUDGET INFORMATION: Applicable: Not Applicable: Budgeted: Yes No

Fund	Dept.	Acct No.	Budget	Balance	Requested	Remaining

FINANCE DIRECTOR COMMENTS (IF APPLICABLE):

N/A

TOWN MANAGER COMMENTS:

This item is for informational and discussion purposes only, and no formal Select Board action is being requested.

Peter Johnson-Staub

Town Manager

4/16/2025

Date

Falmouth Chamber & Cape Cod Chamber

Uniting for a Stronger Future

FREQUENTLY ASKED QUESTIONS PAGE 1.



Why are the Falmouth Chamber and the Cape Cod Chamber pursuing this affiliation?

The Falmouth Chamber and Cape Cod Chamber are pursuing an affiliate partnership in order to improve the long-term sustainability of both organizations and better serve the Falmouth community, now and in the future. This partnership will enhance operational efficiency for both Chambers, while expanding opportunities and benefits for member businesses.



What benefits will this affiliation bring to me as a member?

Falmouth Chamber members will enjoy the same strong local presence, leadership, and programming, with added benefits through the Cape Cod Chamber affiliation. Members can expect increased representation at all levels of government on major regional issues like housing and the Cape Cod Bridges; access to Cape Cod Chamber marketing, referrals, education, and events; and improved business visibility across the Cape.



How will this affect my membership dues? Will they increase, decrease, or remain the same?

Dues will remain the same for both Chambers. As part of this affiliation, Falmouth Chamber members will automatically become members of the Cape Cod Chamber.



Uniting for a Stronger Future

FREQUENTLY ASKED QUESTIONS PAGE 2.



Will there be any changes to the events or programs I currently participate in?

Members and the community will notice little, if any, changes in the events and programs offered by both the Falmouth Chamber and the Cape Cod Chamber. The Falmouth Chamber will continue its signature events and programs, including Holidays by the Sea and the annual Golf Tournament, and will remain a trusted, Falmouth-based resource for local businesses.



Will this affiliation change the name of either Chamber, or their brand identities?

Both the Falmouth Chamber and the Cape Cod Chamber will retain their own names and brand identities. There will be a marker added to the Falmouth Chamber logo to note its new affiliation with the Cape Cod Chamber.



Will my staff points of contact at the Chamber change?

Falmouth Chamber staff will remain the same and will be available to serve the Falmouth community and members. Cape Cod Chamber staff contacts will also remain the same.



Uniting for a Stronger Future

FREQUENTLY ASKED QUESTIONS PAGE 3.



How will the organizational structure & governance of the Falmouth Chamber change?

The Falmouth Chamber will maintain an advisory committee based in Falmouth, composed of business and civic organization representatives. This group will provide on-the-ground support for Falmouth based programs and events, and ensure an ongoing connection with the Falmouth community.



Do I need to take any action right now?

Members do not need to take any action at this time
For Falmouth member questions, please continue to reach out to the Falmouth Chamber team directly. For questions about the affiliate partnership, contact Paul Niedzwiecki, CEO of the Cape Cod Chamber (paul@capecodchamber.com) or Michael Kaparian, President & CEO of the Falmouth Chamber (mkasparian@falmouthchamber.com).



How can I stay informed about the affiliation process and updates?

Visit www.capecodchamber.org and www.falmouthchamber.com to learn more and get the latest updates! Plus follow both Chambers on social media



OPEN SESSION

BUSINESS

2. Consider approval of seasonal and spring license renewals for 2025 (10 minutes)



AGENDA ITEM SUMMARY SHEET

ITEM NUMBER: Business 2.

ITEM TITLE: Consider approval of seasonal and month of May 2025 license renewals

MEETING DATE: 4/22/2025

WORK SESSION **REGULAR MEETING** **PUBLIC HEARING**

SUBMITTED BY: Peter Johnson-Staub, Assistant Town Manager

ATTACHMENTS: Seasonal and month of May 2025 Renewal Requirement List

PURPOSE:

The Select Board will consider the approval of the seasonal and month of May license renewals for 2025.

BACKGROUND/SUMMARY:

- Seasonal and Spring renewal applications and checklists of all required documents and payments due were sent to all licensees.
- The below listed licensees have submitted all the renewal requirements on the checklist ready to be approved for renewal for 2025 with the exception of some Seasonal Common Victualler and Seasonal Restaurant Licenses that are pending Building and Health Inspections which are completed a few days prior to the restaurants opening.

SEASONAL ALL ALCOHOL RESTAURANT and CLUB WITH COMMON VICTUALLER

- Quick's Hole Taqueria, 28 Water Street, Unit C
- Seacoast Shores Association, 7 Farview Lane

- Shuckers, 91A Water Street
- The Woods Hole Wharf, 71 Water Street

COMMON VICTUALLER

- Jim's Clam Shack, 227 Clinton Avenue
- The Village Café of West Falmouth, 634 Route 28A
- The Tea Room, 196 Crystal Springs Avenue

ENTERTAINMENT

- Quick's Hole Taqueria, 28 Water Street, Unit C
- Seacoast Shores Association, 7 Farview Lane
- Shuckers, 91A Water Street
- The Woods Hole Wharf, 71 Water Street

SUNDAY ENTERTAINMENT

- Quick's Hole Taqueria, 28 Water Street, Unit C
- Seacoast Shores Association, 7 Farview Lane
- Shuckers, 91A Water Street
- The Woods Hole Wharf, 71 Water Street

LODGING HOUSE LICENSE

- Heights House, 25 Harbor Avenue
- Inn on the Sound, 313 Grand Avenue
- Woods Hole Inn, 28 Water Street, Unit D
- Woods Hole Passage, 186 Woods Hole Road

SECOND-HAD DEALER LICENSE

- Boutique on the Buy Way, 47 North Main Street
- Cape Kids Treasures, 15 Davis Straits, Suite 00011
- Falmouth Stamp and Coin, 11 Town Hall Square

POOL TABLE LICENSE

- AMVETS, 336 Palmer Avenue
- Grumpy's Pub, 29 Locust Street

BOWLING ALLEY LICENSE

- Timber, 23 Town Hall Square

DEPARTMENT RECOMMENDATION:

The Town Manager recommends that the Select Board approve the seasonal license renewals for 2025 as presented.

OPTIONS:

- Motion to approve the 2025 seasonal and Spring license renewals as presented.

- Motion to deny approval of the 2025 license renewals as presented.

BUDGET INFORMATION: **Applicable:** **Not Applicable:** **Budgeted:** Yes No

Fund	Dept.	Acct No.	Budget	Balance	Requested	Remaining

FINANCE DIRECTOR COMMENTS (IF APPLICABLE):

N/A

TOWN MANAGER COMMENTS:

The Town Manager recommends that the Select Board approve the seasonal and Spring license renewals for 2025 as presented.

Peter Johnson-Staub

Town Manager

4/22/2025

Date

Seasonal and month of May renewing licenses review April 22, 2025

SECOND-HAND DEALER LICENSE

Boutique on the Buy Way, 47 North Main Street
Cape Kids Treasures, 15 Davis Straits, Suite 00011
Falmouth Stamp & Coin, 11 Town Hall Square

LODGING HOUSE LICENSE

Heights House, 25 Harbor Avenue
Inn on the Sound, 313 Grand Avenue
Woods Hole Inn, 6 Luscombe Avenue
Woods Hole Passage, 186 Woods Hole Road

POOL TABLE LICENSE

AMVETS, 336 Palmer Avenue
Grumpy's Pub, 29 Locust Street

BOWLING ALLEY LICENSE

Timber, 23 Town Hall Square

SEASONAL COMMON VICTUALLER LICENSE

Jim's Clam Shack, 227 Clinton Avenue
The Tea Room, 196 Crystal Springs Avenue
The Village Café of West Falmouth, 641 West Falmouth Highway

SEASONAL ALL ALCOHOL CLUB LICENSE

Seacoast Shores Association, 7 Farview Lane

SEASONAL ALL ALCOHOL RESTAURANT LICENSE

Quicks Hole Taqueria, 28 Water Street, Unit C
Shuckers, 91A Water Street
The Woods Hole Wharf, 71 Water Street

ENTERTAINMENT LICENSE

Quicks Hole Taqueria, 28 Water Street, Unit C
Seacoast Shores Association, 7 Farview Lane
Shuckers, 91A Water Street
The Woods Hole Wharf, 71 Water Street

SUNDAY ENTERTAINMENT LICENSE

Quicks Hole Taqueria, 28 Water Street, Unit C
Seacoast Shores Association, 7 Farview Lane
Shuckers, 91A Water Street
The Woods Hole Wharf, 71 Water Street

AGENDA PACKET REVIEW

Applications for Seasonal Common Victualler and Seasonal Liquor License renewals are listed with other annual licenses that renew on May 1st each year.

Approval for the Seasonal Common Victualler and Seasonal Restaurant Licenses is requested pending Building and Health Inspections. These restaurants closed for the season in 2024 except the Landfall Restaurant which closed January 2, 2025.

Inspections must be completed when all reopening tasks are complete. For the Health Department inspections occur when food is in stock and perishables are available for review, usually within a few days before the restaurants open.

Phyllis Downey

From: Brian Reid <brian.reid@falmouthpolicema.gov>
Sent: Monday, March 24, 2025 9:16 AM
To: Phyllis Downey; Jeff Lourie; Craig O'Malley; Boyd Demello; Ryan Hergt; Mike Simoneau
Cc: Mike Renshaw
Subject: Re: 2025 Spring & Seasonal License Renewal

No objection from Police on these renewals.

Captain Brian L. Reid

Falmouth Police Department
750 Main Street
Falmouth, MA 02540
774-255-4502

From: Phyllis Downey <phyllis.downey@falmouthma.gov>
Sent: Monday, March 17, 2025 2:30 PM
To: Jeff Lourie <Jeff.Lourie@falmouthpolicema.gov>; Brian Reid <brian.reid@falmouthpolicema.gov>; Craig O'Malley <craig.omalley@falmouthfirema.gov>; Boyd Demello <boyd.demello@falmouthfirema.gov>; Ryan Hergt <ryan.hergt@falmouthpolicema.gov>; Michael Simoneau <michael.simoneau@falmouthpolicema.gov>
Cc: Mike rensaw <mike.rensaw@falmouthma.gov>
Subject: FW: 2025 Spring & Seasonal License Renewal

Good afternoon,

This is a reminder to please forward any recommendations your office may have regarding the licenses listed on the attached spreadsheet including Seasonal Liquor Licenses, Seasonal Common Victualler Licenses, Second-Hand Dealers, and Lodging House Licenses.

Thank you,
Phyllis

Phyllis Downey

Town of Falmouth Select Board/Town Manager Office

508-495-7325

When responding, please be aware that the Massachusetts Secretary of State has determined that most email correspondence is public record and therefore cannot be kept confidential.

From: Phyllis Downey
Sent: Thursday, February 6, 2025 11:38 AM
To: Mike Simoneau <michael.simoneau@falmouthpolicema.gov>; Jeff Lourie <Jeff.Lourie@falmouthpolicema.gov>; Brian Reid <brian.reid@falmouthpolicema.gov>; Craig O'Malley <craig.omalley@falmouthfirema.gov>; Boyd Demello <boyd.demello@falmouthfirema.gov>
Subject: 2025 Spring & Seasonal License Renewal

Good morning,

Attached please find a list of licenses that are expected to renew this Spring.

The license period for Seasonal Liquor Licenses and Seasonal Common Victualler Licenses is April 30th through November 30th, although restaurants are not required to be open by April 30th. The license period for Spring Renewing licenses is May 1st through April 30th. All other licenses renew at the end of the calendar year. Just as an FYI, a copy of last year's Annual Licenses is also attached. A list for 2026 renewals will be sent to your office in late September 2025.

May we please request a report of any concerns or recommendations your office may have regarding the Spring/Seasonal licenses renewing by March 15th?

Thank you,
Phyllis

Phyllis Downey

Town Manager & Select Board Office

59 Town Hall Square

Falmouth MA 02540

508-495-7325

CONSENT AGENDA

1. LICENSES

- a. Consider a vote to approve a Special One-Day Wine and Malt Liquor License for Heroes in Transition – RUCK4HIT – Cape Cod Fairgrounds, 1220 Nathan Ellis Hwy., E. Falmouth – Saturday, 4/26/25 from 8:00 a.m. to 3:00 p.m.



AGENDA ITEM SUMMARY SHEET

ITEM NUMBER: Consent Agenda – Licenses 1.a.

ITEM TITLE: Consider a vote to approve an application for a Special One-Day Wine and Malt Liquor License – Heroes in Transition – RUCK4HIT – Cape Cod Fairgrounds, Saturday, April 26, 2025 from 8:00 a.m. – 3:00 p.m.

MEETING DATE: 4/22/2025

WORK SESSION **REGULAR MEETING** **PUBLIC HEARING**

SUBMITTED BY: Peter Johnson-Staub, Assistant Town Manager

ATTACHMENTS: License Application Review Form, Application for Special One-Day Liquor License, Event and Security Plan Narrative, Plan.

PURPOSE:

The Select Board will consider the approval of an application for a Special One-Day Wine and Malt Liquor License for Heroes in Transition on Saturday, April 26, 2025 from 8:00 a.m. – 3:00 p.m.

BACKGROUND/SUMMARY:

- The applicant submitted the Special One-Day License for the Sale of Alcoholic Beverages on April 7, 2025.
- Approximately 300 people are expected to attend.
- All alcohol will be served exclusively by individuals certified through the TIPS program and copies of the TIPS certificates have been submitted.

- Police Department, Fire Rescue Department and staff of various other departments have reviewed the application and have no objections or concerns with its approval.

DEPARTMENT RECOMMENDATION:

The Town Manager recommends that the Select Board approve the application for a Special One-Day Wine and Malt Liquor License – Heroes in Transition – RUCK4HIT, Cape Cod Fairgrounds, 1220 Nathan Ellis Hwy., Saturday, April 26, 2025 from 8:00 a.m. – 3:00 p.m. as presented.

OPTIONS:

- Motion to approve the application for a Special One-Day Wine and Malt Liquor License – Heroes in Transition – RUCK4HIT, Cape Cod Fairgrounds, 1220 Nathan Ellis Hwy., Saturday, April 26, 2025 from 8:00 a.m. – 3:00 p.m. as presented.
- Motion to deny approval of the application for a Special One-Day Wine and Malt Liquor License – Heroes in Transition – RUCK4HIT, Cape Cod Fairgrounds, 1220 Nathan Ellis Hwy., Saturday, April 26, 2025 from 8:00 a.m. – 3:00 p.m.
- Select Board Defined alternative.

BUDGET INFORMATION: Applicable: Not Applicable: Budgeted: Yes No

Fund	Dept.	Acct No.	Budget	Balance	Requested	Remaining

FINANCE DIRECTOR COMMENTS (IF APPLICABLE):

N/A

TOWN MANAGER COMMENTS:

The Town Manager recommends that the Select Board approve the application for a Special One-Day Wine and Malt Liquor License – Heroes in Transition – RUCK4HIT, Cape Cod Fairgrounds, 1220 Nathan Ellis Hwy., Saturday, April 26, 2025 from 8:00 a.m. – 3:00 p.m. as presented.

Peter Johnson-Staub

Town Manager

4/16/2025

Date

Date: 4/22/25

ONE-DAY LIQUOR LICENSE APPLICATION REVIEW FORM

Applicant: Heroes in Transition

Event: RUCK4HIT

Location: Cape Cod Fairgrounds, 1220 Nathan Ellis Hwy.

Date: Saturday, 4/26/25 **Time:** 8:00 a.m. - 3:00 p.m.

License Type: Wine & Malt Beverages or All Alcoholic Beverages

Application sent to the departments, indicated below, for comment:

- | | |
|--|-----------------------------------|
| <input checked="" type="checkbox"/> Police | <u>No objection.</u> |
| <input checked="" type="checkbox"/> Fire | <u>No objections or concerns.</u> |
| <input checked="" type="checkbox"/> Health | <u>No issues.</u> |
| <input checked="" type="checkbox"/> Building | <u>No objections.</u> |
| <input type="checkbox"/> Communications | <u>_____</u> |
| <input type="checkbox"/> M.E.S. | <u>_____</u> |
| <input type="checkbox"/> DPW | <u>_____</u> |
| <input type="checkbox"/> Recreation | <u>_____</u> |
| <input type="checkbox"/> Beach | <u>_____</u> |
| <input type="checkbox"/> _____ | <u>_____</u> |

NOTES: This event was discussed by the Internal Working Group for Special Events at its meeting on Wednesday, April 2, 2025. The Working Group recommended approval of the event. The application for Special one-day liquor license was reviewed by the departments listed above, with no objections.



PAID
\$10.00 CK# 206043
\$25.00 CK# 206044



APPLICATION
SPECIAL ONE-DAY LIQUOR LICENSE FOR THE SALE OF ALCOHOLIC BEVERAGES
M.G.L.A. CHAPTER 138, SECTION 14

Apply at least 30 days prior to Select Board hearing.

NAME OF APPLICANT:

Heroes In Transition / Silene Gordon

ADDRESS OF APPLICANT:

766 Falmouth Rd. Unit 9A

Mashpee MA 02649
TOWN STATE ZIP CODE

NAME OF ORGANIZATION:

Heroes In Transition

MAILING ADDRESS:

766 Falmouth Rd. Unit 9A

TELEPHONE #:

[REDACTED]

EMAIL:

events@heoresintransition.org

LOCATION TO BE LICENSED-ADDRESS:

Cape Cod Fairgrounds

East Falmouth Ma 02536
TOWN STATE ZIP CODE

EVENT TITLE:

RUCK4HIT

APPROXIMATE # OF PEOPLE:

300

DATE(S) OF EVENT:

Saturday, April 26, 2025

HOURS OF EVENT:

8-3pm

AUTHORIZED MANAGER OF ESTABLISHMENT EVENT:

Wendy Brown

TYPE OF LICENSE:

1. WINE & MALT

2. ALL ALCOHOLIC

NON-PROFIT ORGANIZATIONS ONLY

FOR PROFIT

NON-PROFIT

REQUIREMENTS check list:

- Submit in a separate note or letter a narrative overview of the event including a description of the premises, food service, and the alcohol security plan
- Certificate of non-profit status for All Alcoholic Beverages Licenses ONLY)
- Certificate of liquor liability insurance; 1 MILLION PER OCCURANCE - \$2 MILLION AGGREGATE
- Certificate of TIPS or other alcohol safety training for all persons handling alcohol
- Floor plan of area where alcohol will be served, consumed, and securely stored and how this will be separated from public areas (roping, fences, etc.)
- Temporary Food Permit (Health Department)

04/07/2025

DATE

M.K.
Meghan Keller

APPLICANT SIGNATURE

[Handwritten Signature]
EXECUTIVE DIRECTOR

FEEES DUE UPON SUBMISSION:

\$25.00 PER DAY payable by Cashier's or Bank Check only
\$10.00 FILING FEE



HEROES IN TRANSITION, INC.

ASSISTING VETERANS AND MILITARY FAMILIES



22 BATES ROAD, SUITE 135, MASHPEE, MA 02649 • 508.539.1010 • WWW.HEROESINTRANSITION.ORG

Event: RUCK4HIT Finish Line Celebration

Date: Saturday, April 26, 2025 from 8AM-3PM

Location: Cape Cod Fairgrounds, Falmouth, MA

Alcohol Service Location: Designated Front Section of the Marketplace Building

Heroes In Transition respectfully requests a one-day liquor license for the RUCK4HIT Finish Line Celebration on Saturday, April 26, 2025 from 8AM-3PM at the Cape Cod Fairgrounds-1220 Nathan Ellis Highway, East Falmouth, MA 02536. The Ruck4HIT event is the organization's largest annual fundraiser, supporting local veterans, service members, and their families through life-changing programs.

Alcohol Service Security Plan: Alcohol service will take place exclusively within a designated section of the Marketplace Building, located on the fairgrounds. This indoor location allows for secure control of the service area, ensuring public safety and compliance with all local and state regulations.

Security and Storage Measures:

- **Secure Storage:**
 - All alcohol will be securely stored inside the Marketplace Building in a restricted-access area, accessible only to authorized event staff and TIPS-certified servers.
- **Controlled Access:**
 - The alcohol service area within the Marketplace Building will be enclosed and clearly marked, with designated entry and exit points.
 - Staff and volunteers will monitor these areas to ensure only individuals with proper ID and wristbands are permitted to consume alcohol.
- **Wristband System and ID Checks:**
 - Attendees wishing to consume alcohol must present a valid, government-issued ID to receive a wristband.
 - IDs will be checked by trained staff before entry into the Marketplace area.
 - Service of an alcoholic beverage to only those who have a wristband.
- **TIPS-Certified Servers Only:**
 - All alcohol will be served exclusively by individuals certified through the TIPS (Training for Intervention ProcedureS) program to promote responsible alcohol service and prevent overconsumption.
- **Restricted Consumption Area:**
 - Alcohol consumption will be limited to the designated finish line celebration area in open containers and alcoholic beverages will not be allowed to leave this clearly marked area.

Food Trucks: The following food trucks will be onsite during the RUCK4HIT Finish Line Celebration. All are individually applying for temporary food service permits with the Town of Falmouth's Health department.

- Cape Cones – Ice cream and frozen treats
- Jr. Betts BBQ – Barbecue favorites including pulled pork and brisket
- Ella's Pizza – Fresh, handmade pizza
- SWAT Tacos – Street-style tacos and Mexican fare
- Lobster Trap – Local seafood specialties and lobster rolls
- Veterans Lunch Box – Veteran-run food truck with comfort food classics
- Performance Food Group – Variety of grilled items, burgers, and festival-style eats

Respectfully,

Silene Gordon

Executive Director|Heroes In Transition, Inc.

No goods or services were provided in exchange for this contribution.

Heroes In Transition, Inc. is a Massachusetts nonprofit corporation and is exempt from federal income tax under section 501(c) 3 of the Internal Revenue Code, EIN 27-1981637.



Food Truck Area

Alcohol Permitted

Checkpoint

Serving Area

ID Check / Issue Wristband

Finish Line

Vendors

Alcohol Permitted

Checkpoint

Barnstable County Fair

Google

Diane Davidson

From: Brian Reid <brian.reid@falmouthpolicema.gov>
Sent: Thursday, April 10, 2025 9:08 AM
To: Boyd Demello; Diane Davidson; Jeff Lourie; Ryan Hergt; Craig O'Malley; Gary Street; Scott McGann
Cc: Morgan Cardoso; Linda Kinchla; Katie Pierias
Subject: Re: One-Day Liquor License Application-Heroes in Transition

No objection from Police.

Brian L. Reid

Captain of Operations and Specialized Services
Falmouth Police Department
750 Main Street
Falmouth, MA 02540
774-255-4527 Ext. 4502

From: Boyd Demello <boyd.demello@falmouthfirema.gov>
Sent: Wednesday, April 9, 2025 7:13 AM
To: Diane Davidson <diane.davidson@falmouthma.gov>; Jeff Lourie <Jeff.Lourie@falmouthpolicema.gov>; Brian Reid <brian.reid@falmouthpolicema.gov>; Ryan Hergt <ryan.hergt@falmouthpolicema.gov>; Craig O'Malley <craig.omalley@falmouthfirema.gov>; Gary Street <gary.street@falmouthma.gov>; Scott McGann <scott.mcgann@falmouthma.gov>
Cc: Morgan Cardoso <morgan.cardoso@falmouthma.gov>; Linda Kinchla <linda.kinchla@falmouthma.gov>; Katie Pierias <katie.pierias@falmouthma.gov>
Subject: RE: One-Day Liquor License Application-Heroes in Transition

Fire Rescue has no objections or concerns with this application

Boyd W. DeMello
Fire Prevention Inspector
Falmouth Fire Rescue Department
boyd.demello@falmouthfirema.gov
508-495-2534 - Office
774-836-2436 - Cell Phone

CONFIDENTIALITY NOTICE: This message is privileged and confidential for the addressee(s) named above. If you are not the intended recipient, you are prohibited from disseminating, using, or copying the contents and should notify the sender immediately that you received this message in error.

From: Diane Davidson <diane.davidson@falmouthma.gov>
Sent: Tuesday, April 8, 2025 17:30
To: Jeff Lourie <Jeff.Lourie@falmouthpolicema.gov>; Brian Reid <brian.reid@falmouthpolicema.gov>; Ryan Hergt <ryan.hergt@falmouthpolicema.gov>; Boyd Demello <boyd.demello@falmouthfirema.gov>; Craig O'Malley <craig.omalley@falmouthfirema.gov>; Gary Street <gary.street@falmouthma.gov>; Scott McGann <scott.mcgann@falmouthma.gov>

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Subject: One-Day Liquor License Application-Heroes in Transition

To all,

Attached please find an application submitted by Heroes in Transition for the finish line celebration on the last day of the RUCK4HIT event, Saturday, April 26 from 8:00 a.m. to 3:00 p.m. at the Cape Cod Fairgrounds. This event application was recently reviewed by the Special Events Working Group and the permit has been approved. Please provide your comments on this application by Tuesday, April 15 (for placement on the April 22 Select Board agenda).

Thank you,

Diane

Diane S. Davidson
Office Manager/Licensing
Office of the Town Manager & Select Board
59 Town Hall Square
Falmouth, MA 02540
(508) 495-7321

Diane Davidson

From: Morgan Cardoso
Sent: Wednesday, April 9, 2025 9:18 AM
To: Diane Davidson
Cc: Scott McGann
Subject: RE: One-Day Liquor License Application-Heroes in Transition

No issues with Health.



Morgan Cardoso

Health Inspector

(508) 495-7486 | morgan.cardoso@falmouthma.gov

Town of Falmouth Health Department

59 Town Hall Square, Falmouth, MA 02540

Please Note:

The Town of Falmouth Health Department has rolled out PermitEyes (online permitting system). Please see the links below to register, apply or for Public View. .

Applicant Registration Page : <https://permiteyes.us/falmouth/userregistration.php>

Applicant Side Login Page : <https://permiteyes.us/falmouth/loginuser.php>

Public View Site (no login required): <https://permiteyes.us/falmouth/publicview.php>

From: Diane Davidson <diane.davidson@falmouthma.gov>

Sent: Tuesday, April 8, 2025 5:30 PM

To: Jeff Lourie <Jeff.Lourie@falmouthpolicema.gov>; Brian Reid <brian.reid@falmouthpolicema.gov>; Ryan Hergt <ryan.hergt@falmouthpolicema.gov>; Boyd Demello <boyd.demello@falmouthfirema.gov>; Craig O'Malley <craig.omalley@falmouthfirema.gov>; Gary Street <gary.street@falmouthma.gov>; Scott McGann <scott.mcgann@falmouthma.gov>

Cc: Morgan Cardoso <morgan.cardoso@falmouthma.gov>; Linda Kinchla <linda.kinchla@falmouthma.gov>; Katie Pierias <katie.pierias@falmouthma.gov>

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Diane

Diane S. Davidson

Office Manager/Licensing

Office of the Town Manager & Select Board

59 Town Hall Square

Diane Davidson

From: Gary Street
Sent: Tuesday, April 8, 2025 6:38 PM
To: Diane Davidson
Subject: Re: One-Day Liquor License Application-Heroes in Transition

Great event, no objections from building

Laus Deo
God Bless America

> On Apr 8, 2025, at 5:30 PM, Diane Davidson <diane.davidson@falmouthma.gov> wrote:

>

> To all,

>

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>

> Diane

>

> Diane S. Davidson

> Office Manager/Licensing

> Office of the Town Manager & Select Board

> 59 Town Hall Square

> Falmouth, MA 02540

> (508) 495-7321

> diane.davidson@falmouthma.gov<mailto:diane.davidson@falmouthma.gov>

> [Logo Description automatically generated] Please note that the

> Massachusetts Secretary of State has determined that most email correspondence is public record and therefore cannot be kept confidential.

>

>

> <One-Day LL App-2025-RUCK4HIT.pdf>