

**Town of Maynard
Economic Development Committee
September 9, 2014 – 8:30 a.m.
Main Street, Room 202**

Attendees:

Assistant Town Administrator Andrew Scribner-MacLean, Town Planner Bill Nemser, Joe Mullin Courtney Rainy (Legislative Aide to Rep Kate Hogan), Jack Mckeen, Ron Calabria Lauren Tetreault, Chris Worthy

8:30 a.m. Assistant Town Administrator Andrew Scribner opened the meeting and introduced member Lauren Tetreault, who is a real estate professional who lives in town.

Andrew asked Town Planner Bill Nemser to talk about the Economic Development efforts. He handed out a draft of the initiatives, divided into six areas of concentration which include

Business Environment

Downtown Development

Community Living

Gateways

Recreation, Leisure, Culture

Branding

Each of these areas is broken down further, at the top is core strategies, the idea is it applies to everything, this is a draft to use as a starting point. Bill mentioned one of the subgroups is Revitalize Maynard; they have a representative who is part of this group. Bill attended a meeting and they have an active and enthusiastic membership. His role was to fill in the EDC efforts where they can work together, very productive, very interested in all our efforts although they are primarily focused on downtown. One suggestion under our branding we have opportunity to set our own brand, there has been no mass marketing of Maynard what was discussed using the Communication Department at the high school to produce a DVD and all groups have access to it, essentially a snapshot of Maynard.

Andrew wanted to talk about Revitalize Maynard, they are looking into grants. Bill showed a graphic of Maynard Advantage.

Joe Mullin Clock Tower Place representative commented that Maynard's commercial disadvantage is location, it is not near a major interstate, rapid transport; however a strength is value for leasing amounts. In the last ten years rates in Boston, 128 and 495 have fallen so those spots are chosen, the cycle will turn and companies looking for value in terms of cost make Maynard an attractive choice. Following the live, work, play motto, Clock Tower Place will be looking approach the Town about changing to 50% residential, 50% commercial, offering of condos/apartments for newcomers and seniors looking to downsize.

Bill Nemser has all the master plans that have been done an update was done about five years ago, will be working to update the master plan. He has been compiling a list of documents, professional studies that are handy references that will be made accessible on the website. Is it viable to add potential grant opportunities to the list? Grants go in cycles; there are many available in this area. There was discussion about links on the website and what comes up in internet searches.

The next topic discussed was tours; Andrew would like to set a date that as many of the members can attend. It was suggested to look at other towns to see what they are doing. There was discussion of a possible shared Economic Development coordinator with Acton.

The Town did receive a CIC grant for shuttle service from So. Acton train station to Clock Tower. A similar service was offered several years ago and approximately 20 residents were participating per day. Another discussion was shuttle service along with Acton to Emerson Hospital.

Andrew discussed having presentations for this group, the first one suggested is Eric Wing he did a small arts marketing grant which was presented to the Board of Selectmen, would like to have the 495 Partnership Group, Assabet Valley Chamber of Commerce, Acacia, possibly other businesses in Maynard ask them for input. Bill has contacted Mass Tech intern partnership a group that connects students, companies and local governments, he hasn't heard back from them yet will forward information when received.

Joe mentioned a grant program that the state offers thru the Department of Community and Housing Development, offers grants to any town that has a commercial office park next to a downtown commercial district that offers housing, Maynard is the only town that meets the requirements, the state is very anxious for a success story, Joe does not have time to fulfill the grant, Bill asked for the information and he will look into it.

Andrew moved onto the next topic prioritize and create teams, the idea is to break the group up into subcommittees to help move some of the priority items forward. This topic will be discussed more at the next meeting. Andrew would like to alternate the meetings between Tuesday mornings and Thursday late afternoons. The committee discussed frequency of meetings.

Next meetings will be Thursday September 18th at 5 p.m. and then Tuesday September 30th at 8:30 a.m.

Andrew will schedule Eric Wing to do a presentation on the branding of the downtown arts and food district.

The committee then discussed electing a committee chair. Jack was nominated, Melissa was nominated, Chris was nominated, Lauren was nominated all nominations were seconded.

A motion was made to nominate Chris Worthy to serve as Chairman for a term to expire December 31, 2014, the committee voted 5 to 0 in favor of this motion.

The meeting was adjourned at 9:28 a.m.