

Town of Maynard
Economic Development Committee
101 Main Street, Room 202
September 18, 2014 - 5 p.m.

Attendees:

Assistant Town Administrator Andrew Scribner-MacLean, Town Planner Bill Nemser, Joe Mullin
Representative Kate Hogan, Jack McKeen, Ron Calabria, Lauren Tetreault, Chris Worthy

5:00 p.m. Chair Chris Worthy opened the meeting.

Town Planner Bill Nemser discussed that he has talked with the webmaster, he is setting up a page, Bill handed out a draft of the webpage layout for discussion and suggested the committee members review and comment for next meeting. The webpage will link from the main town webpage; there was discussion about whether there is a town Facebook page.

Bill met with a member of Revitalize Maynard and discussed the promotional video, the high school has agreed to produce the video. The video will be 4 to 6 minutes showing an overview of Maynard. Bill handed out a list of possible ideas for the video for the committee to review, would like to meet with school again in early October. There was discussion of also having local professionals to review or help the students with the video. Bill will talk with the teacher. The town webmaster is also a professional photography.

Action Plan:

The committee discussed members signing on to create subcommittees and prioritizing the topics. Chris would like to add that the schools are part of the economic development. Need to be careful about economic vs. community development. Members felt Business environment and Downtown Development should be the core focus. Bill added that a proposal for a residential development at the Acton line is before Planning Board, that is a gateway to the town.

As part of the Business Initiative Chris stated he met with a member of the Acton Board of Selectmen and Board of Health, they are interested in Economic Development full time employee, paid thru meals tax increase, there is the potential for a community innovation grant and to have Economic Development person across the region, this is a way of looking at economic environment thru a regional lens.

Strategy for moving forward:

The committee discussed where are we now, what are the trends, what are the goals, how many parcels are available for development, what steps need to be taken to, what are we working toward, what are the obstacles, how do we achieve them.

Bill stated the blue topics are the core strategies, housing production plan is being worked on now, the second is the downtown revitalization grant.

Chris left the meeting at 5:37 p.m. Andrew will take over as Chair for the meeting.

The committee discussed the core strategies. Business environment what do we want to end up with. Develop a list of the inhibitors for economic development, the goal has to be there needs to be more non-residential tax flow, how can Maynard attract new businesses. Feedback is important for decision making at a community level.

How do we get there?

Everyone has a different perspective as to what inhibits business development, have members list their top five, come up with a consensus then gather data, then use to substantiate and develop strategy, then the committee makes a recommendation.

The members discussed coming up with answers to, why does the town have a split tax rate, why do businesses not come here, need to look into West Concord, the development is extensive, why are businesses going there, what are the rents being paid in the surrounding communities.

A motion was made to adjourn.

Meeting adjourned at 6:03 p.m.