

EDC Meeting 9 October 2014 @ 5pm - Maynard Town Hall

Attendees: Ron Calabria, Paul Nichols Burkner, Kate Hogan, Joe Mullin, Brendon Chetwynd, Chris Worthy, Bruce Davidson

1. Call meeting to order 5:07pm
2. Review of minutes from 12 August 2014
 - Move: Joe, 2nd: Kate - Unanimous
3. Visitor Introduction and Comments
 - Paul: President of Orchid Technologies, here to help with the town to do more economic
 - Bruce: Former owner of Seredipity, lives in maynard, been in area since 81, realtor for 10 years, moved to maynard last year.. interest in what the committee is about and how I can participate in improving the community of maynard
 - Brendon: Representing the RMC....
4. Discuss presentation by Metro-Create (Eric Wing) on downtown marketing - 5 min
 - Bill and Eric was speaking to him for a while... potential marketing campaign for Downtown
 - Bill will have more context
 - Brendon: Concerned about it may tie into overall strategy,...
 - Kate: Wait until Bill or Andrew before a more substative discussion
 - Ron: reviewed obstacles...
5. Present samples of demographic data, discuss other data sets
 - Chris: look to get data about the town to help our decision making, just a start, not soemthing we have requested
 - Brendon: What would I do with data?
 - Chris: Looking at specific data sets to determine where we think the gaps are in the development of Maynard... Example: School system... can we support more children?
 - Ron: Jack was the driver for the data.... how do you know if you are successful if you don't know where you at.. Superintendent thinks we can perhaps introduce 500 students, but do we? Without numbers, we are blowing smoke
 - Normalize the number.... remove some of the subjectivity
 - Kate: MAPC may be a good source to compute data (and town hall).... they could help with comparison
 - Joe: UMASS Amherst has an economic development center..... perhaps they can help... Schools used limited data (50 kids) for growth in the schools
 - Ron: Conflicting agencies... one working to funding schools (minimize), some to increase housing
 - Jack via Chris - We will need to agree on what data we want
 - Paul: The kind of data that would make sense: last 5 years of rents, vacancy rates, business failure, traffic, etc....
 - Joe: Discussion of water data... do we have enough....
6. Plan Tour of Business / Gateways
 - Kate: Who represents the MBA?.... Melissa ???
 - Chris: Two ideas: Get a tour of some businesses and/or gateways....
 - Brendon: Use one of our meetings to "drive around town"...
 - Kate: Noontime?
 - Chris: Next morning meeting or "mid day" day next Week
 - Chris: Next meeting is two weeks.... 21 October 2014 @ 8:30am... or 23 Thursday 2014 @ noon
 - Chris: We would post it and make it an open meeting...
7. Brainstorm Other Projects / Presentations / Ideas
 - Chris: Presentation of Tax Rate
 - Ron: Talked to andrew a litte bit about it.... some issues were written on the whiteboard

- Andrew was trying to quantify how much money it would take to do that... ~\$1m to do that
How could you address it? Over what time span? Is it actually a bad thing?
- Ron: I think it is important that the BOS set a policy that we are committed to not havin
a split rate and look to reduce it over 5 - 10 years
- Ron: Use new growth to reduce business tax rate.... it would result in debates about schools,
police, etc..... we could use some one time \$\$\$ to bleed it in/amortize it over multiple
years.... some work to at options..... one conversation is overall tax burden....
- Ron: Many surrounding towns have a single tax rate....
- Joe: What is the justification for the split rate?
- Ron: More affordability for the residents...
- Kate: One portion of a strategy.....
- Brendon: I agree with it, but is there any way to agther justification?

- Kate: Gateway tour? What are our goals?
- Ron: The way it looks when you enter maynard, Andrew & Bill looking for EDC to recommend in improving the
visual gateways
- Ron: I don't think Bill thinks it is only the signs, but what is built in the gateways.... ex: Acton street gateway,
zonning
change, etc.
- Ron/Brendon : Short, mid, and long term strategies.....
- Kate: Please place on the agenda as to what is going on with the Walgreens?
- Bruce: Price of the church?
- Kate: It would be useful to have a list of what property in town is vacant and who owns it?... Chris: Plus value of
the property??
- Brendon: Reach out to other towns..... what tools are available to us to help address vacancies?

- Chris: Lauren to give us an update on real estate trends

Adjourn @ 6:10pm

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