

**Town of Maynard**  
Economic Development Committee  
101 Main Street, Room 202  
January 6, 2015, 8:00 a.m.

The meeting was called to order at 8:16 a.m.

Attendees: Chair Chris Worthy, Town Planner Bill Nemser, Representative Kate Hogan, Melissa Levine-Piro, Jack MacKeen, Brendon Chetwynd, Paul Nickelsberg, Ron Calabria, Andrew Scribner-MacLean, Linda Thayer, Ellen Duggan

The members were re-sworn in prior to the meeting, this is a calendar year committee so all members need to be sworn in annually. The Chair also needs to be voted on.

Chris Worthy was nominated as Chair, the vote was unanimous.

Jack MacKeen was nominated to be vice-chair, the vote was unanimous.

Bill Nemser was nominated to be clerk, the vote was unanimous.

The minutes of November 12, 2014 were reviewed.

***A motion was made by Jack MacKeen to approve the minutes of November 12, 2014 as written, seconded by Bill Nemser.***

#### **Update from the Board of Selectmen**

Andrew Scribner MacLean reported that the Board of Selectmen (BOS) accepted the draft that was presented as to the focus of the EDC for 2015, the BOS did not have any new specific items but reserve the right to add items, they also want to make it clear that the committee is not making policies but making recommendations.

#### **Review subcommittee assignments:**

Update by Business Inhibitor Groups – they will be meeting soon, there were some revisions to the overall mission, each subcommittee will come up with their mission statement. Will work on processes and policies, what can be done differently. Stephanie Duggan will be the staff liaison for this subgroup.

Update by Data Group – Jack MacKeen reported that they had met, the mission will be to decide, collect, validate and format the data presented by the marketing group for presentation. They will start with school data and housing data and wondering about also including taxes. It is important to make sure that the findings are defensible. Kevin Peterson will be the staff liaison for this group. There were some recommendations on additional data groups, it was requested to put them in writing so the group can prioritize.

Update by Marketing Group – The subcommittee met, came up with a mission statement, first thing is what businesses are in town, what businesses can town attract, need to develop cohesive message to new businesses, is there money to pay for someone to gather data events of the downtown. Talked about signage, interns, schools, charter, the regional issues, website, utilize Rep Hogan services better. They also had discussion on Clock Tower Place rental spaces. Becky Mosca will be the staff liaison for this group.

Update by Targeted Investment Group – Bill Nemser reported they will be meeting on January 12. This group will need information from the other groups, the group talked about best ways of sharing data, making sure not to violate Open Meeting Law no deliberations can be made during the working sessions. Bill Nemser will be the staff liaison for this group.

Bill stated he has had residents express interest in participating in the working groups. The group discussed allowing them to participate in the work groups, but not make them committee members. Bill Nemser will be the point of contact and he can recommend which subcommittee to assist.

Each group will give monthly reports.

**Old/new business:**

Andrew Scribner MacLean recommends scheduling another presentation from Metrocreate, they created a comprehensive proposal on how to market downtown, it would be a good idea to have Eric Wing in to present an updated proposal. There is \$100,000 in account for downtown enhancement fund.

Jack MacKeen asked if funds could be budgeted for this committee for FY16, website design, handbook, signage.

Jack MacKeen will be the EDC representative on the Coolidge School Reuse Task force

**Next Meeting:**

The committee set the date for the next meeting to be February 3, 2015 at 8 a.m.

A motion was made and seconded to adjourn.

Meeting adjourned at 9:08 a.m.