

Town of Maynard
Economic Development Committee
101 Main Street, Room 202
February 3, 2015, 8:00 a.m.

The meeting was called to order at 8:20 a.m.

Attendees: Chair Chris Worthy, Town Planner Bill Nemser, Jack MacKeen, Ron Calabria

There is no quorum so no votes will be taken

The committee discussed whether to add another committee member to replace Brendan. The committee members discussed some possible people to contact and will ask Town Administrator Kevin Sweet to ask if they are interested.

Town Planner Bill Nemser reported that there is approximately \$100,000 in the downtown enhancement fund, he looked at the old façade improvement plan, businesses could apply for a grant to do a certain improvement, the approval process seemed complicated, lots of approvals.

Bill presented a draft for the committee to review. Ron stated that this could provide a way to help business owners. Bill passed the draft out and will email to the rest of the committee members. There is access to funds, simplify the old process to get more applicants, the draft is the steps of the program and an overview. Want to come up with a position on the role of aesthetics. The committee has talked of improving the gateways, improving the downtown area, the basin area.

The group discussed rating ideas as critical, important, nice to have. Jack feels aesthetics falls into important, but not critical. Bill asked the group if time should be spent on programs like this or focus on others. Ron suggested sent it out to the whole committee, discuss at next meeting, decide how to promote.

Updates on subcommittees:

Jack reported that the data group met, they have reviewed the school data. He handed out two sheets, the prioritization that the data subgroup did, the second sheet was a list of items provided by Asst. Town Administrator. Debt load was the only item that didn't really fit into one of the categories established, thought change last group to town finances which will include tax analysis. The group discussed if that was an appropriate name, after further discussion it was decided to call the last category Spending and Financial Stewardship.

Ron reported that one of the big items in economic development is parking. Zoning bylaws require parking but most of the downtown areas have no parking. If need to provide parking, now using developable land as parking. How can parking be optimized for all businesses in

Maynard. Talked about public/private parking, using parking areas during non business times. Downtown connectivity, there are signs for where to park, but no signs from parking how to get to businesses. Infrastructure was discussed they have identify capacities, problem has been connectivity. Parking is a problem, is it reasonable to have an outside consultant do a parking study.

Marketing group did not meet due to weather. The Mill is on shaky ground, bank is now paying the bills, the bank may be forcing into bankruptcy. Is there something from a marketing perspective if someone takes over that the EDC can focus on to help.

Next Meeting:

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

Meeting adjourned at 9:36 a.m.