

## Economic Development Committee

195 Main Street, Room 202

June 2, 2015 8:00 a.m.

Members present: Chair Chris Worthy, Andrew Scribner-MacLean, Bill Nemser, Rep. Kate Hogan, Ron Calabria, Paul Nicklesberg, Lynda Thayer, Sarah Cressy

Chair Worthy called the meeting to order at 8:08 a.m.

Chair Worthy began by introducing Tim Hess. Tim Hess is an architect Studio C2 upstairs from Roasted Peppers, moved to town three years ago, for last 5-6 months has been co- chair of Cultural Council, they have picked up the initiative to apply for state designation for the cultural district. One of the opportunities is the effort is about coordination and cohesion of multiple efforts. The EDC and Cultural Council should work together have met with Town Planner Bill Nemser in the past few weeks, there seems to be some sense of overlap of initiatives that EDC is pursuing. Cultural Council does know not where EDC is going, and does not want to compete.

The Cultural District Program is new to state benefits immediately to Maynard are forces us to integrate branding, way finding, goals, marketing mechanism state tourism that we enter into when we get designation as a cultural district. Intent of program is ultimately way to bring some state money thru grant programs to focus on the district. Two ways that Cultural Council seeing opportunities to Maynard are state sets up with focus on tourism, we tend to see a notion of a thriving vital town for those of us that live and work here, then tourism. The other way we are focusing is that we see an important relationship we want to happen here and activities like festival weekends. Maynard has a very clear core boundary of three or four components that have to be considered part of the Cultural District. Geography and cohesion are critical, they have crafted a twelve month calendar of 36 events would like to get 9 or 12 up and running.

Andrew Scribner MacLean stated there will be support from the town and they support these efforts. Tim stated that if EDC is working on branding and marketing the two committees need to collaborate. Andrew stated that the EDC is working on how to appropriate the money on. Kate asked if this group is an umbrella to other organizations. Andrew stated that the Cultural Council requires a coalition covering public and private, there is a governing structure, the EDC is needs to make sure they are communicating with different groups. There was discussion of using the word visitor not tourist, it is important to have people come in to buy gas, food check out artists. Maynard is the only town of the surrounding towns with a downtown, it is important to bring in people from surrounding towns. Tim asked about the branding and marketing, how is the EDC determining how to recommend how to spend the money. Tim stated they are working on branding ideas, is there conflict in the efforts? The committee felt there was no conflict, yet. The EDC is working on branding of the whole town. It was asked if the Mill was part of the Cultural District, Tim responded that yes it is, he has met with new tenant association representative Joe Kuefler. There was discussion on whether property owners are contacted, some may want to give input, others would not be interested, cannot make them participate but important to make them aware of what is happening. Property owners are important especially where grant money becomes available for property improvement. Tim stated they are working on finalizing the application; the Town is the applicant, look at branding and marketing to incorporate into the application. Andrew stated he will have his office work on creating a list of the property owners to be contacted.

Kate gave an update on things happening at the State House. Saracen came and met with the Department of Housing of Community Development in Boston. The Governor is working on an economic development plan, suburban Metrowest edge communities' resources to help infrastructure needs, energy, public transportation. These should be good discussions to appoint people, have hearings for input from the 495 towns. A member asked what edge is, Kate described that Maynard sits on the edge of the larger cities around them. The communities have same issues as urban areas but on a much smaller scale, create a way to make the Town visible to tourists and visitors and Boston. Metrowest Cultural Council does not include Maynard, but Sarah stated they would be willing to include them.

The Mill will be a driving force. It is good that the EDC is already working on ideas for downtown, the changes Saracen hopes to bring, benefits to the town will come in a year or so, but the town needs to build around the development, can wait and depend on them to do it all. Another point was that the EDC now has the contact of the tenant association; they are the ones that will be coming downtown to shop and eat. Bill Nemser stated the Town needs to be wary of setting too many restrictions on development, the current development agreement requires retail to be 10,000 s.f. this was done to make the downtown businesses not have to compete, but the new owners are proposing a mixed use for the property, part of which includes housing, retail will always have competition.

Chair Worthy moved the meeting onto working groups, some of the groups need to be revamped as several members have changed.

Chair Worthy had Town Planner Bill Nemser update the committee on the Business Environment Enhancement Program. Bill incorporated everyone's comments into the draft which he handed out, a recommendation to the Board of Selectmen on how to disburse the funds. Bill put the EDC into the draft as being a reviewing committee. Andrew the BOS have put forth a proposal to fund the program equivalent to parking meter collections, so it is not a one time program but ongoing for funding.

A motion was made by Andrew Scribner-MacLean that the business environment enhancement program be presented to the Board of Selectmen by Bill Nemser on June 16, seconded by Ron Calabria.

A motion was made by Andrew Scribner-Maclean to adjourn  
Meeting adjourned at 9:34 a.m.