

## Approved

### Minutes of 9/1/15 Maynard Economic Development, Maynard Town Building

Meeting called to order at 8 am.

**Members present:** Ron Calabria, Sarah Cressy, Jordan Eldridge, Dave Krijger, Melissa Levin-Piro, Andrew Scribner-MacLean, Jack MacKeen, Bill Nemser, Paul Nickelsberg, Lynda Thayer, and Chris Worthy.

**Minutes:** Motion was made and seconded to approve Minutes of 4/7/15, 5/5/15, and 6/2/15. Amendments were made. Minutes were unanimously approved as amended.

**Visitor Introductions & Statements:** NA

**Ambassador Cards:** Scribner-MacLean reported that he's in the process of creating business cards for Town employees and volunteers.

**Data Sets:** Scribner-MacLean reported that he and MacKeen are currently working on creating data sets for; Developed Parcels v. Undeveloped Parcels (build-out rate), and the effect of proposed apartments at 129 Parker on the Maynard Public School (MPS) system. At present, data indicates that there are approximately 12 parcels left to develop, and that the impact on the MPS system by proposed apartments at 129 Parker is small. MacKeen hopes that the development of better data will improve data driven conversation at Town Meetings.

**BEEP Rollout:** Nemser reported that BEEP materials have been distributed through a myriad of venues already, but asked for feedback. Nickelsberg asked if there was an application deadline. Nemser informed the group that at present, there is a rolling application process. Worthy mentioned that the program will continue to operate as long as there are funds. There was some discussion on whether or not parking meter funds would support the BEEP's continuance, but Thayer believes that parking meter funds are earmarked to assist the MBA. Calabria mentioned that such confusion, should not exist in the Economic Development Committee. Some discussion ensued about whether or not funds would be available if applicants had code violations. The creation of a subcommittee to review applicants with violations, on a case-by-case basis, was suggested. Liability, as it relates to code violations, was discussed.

**Eric Wing-BEEP Request:** According to Scribner-MacLean, Eric Wing, a Maynard resident and owner of MetroCreate, presented a proposal for a website that would serve as the community's marketing piece. Many new members were not present at the previous presentation. It was generally conferred that if the Economic Development Committee (EDC) undertook such a project, an RFP would need to be promulgated.

**Replant Maynard:** Nemser reported that he's researching a downtown planting program that would include hanging plants on the light poles. He's reached out to the Maynard Community Gardener's but it appears that they don't have the resources to adopt this program at this time. He's in the process of researching outside contractors to manage this project. Nemser mentioned that he's very impressed with the Tree City USA Program (Arbor Day Foundation) that advocates the greening of urban areas via the production of tree canopy.

**Veterans' Memorial Park RFP:** Nemser reported that the RFP for design has been advertised.

**129 Parker and mill & main Progress Report:** Scribner-MacLean and Nemser reported that the Town's attorney is currently working on zoning changes for both of these projects.

**More Frequent Meetings:** Both Worthy and Cressy did not advocate for more meetings. Cressy suggested that more meetings be called on an "as needed" basis, however Eldridge stated that "as needed" meetings were often difficult for the Representative to make. MacKeen and Nemser expressed their desire to move projects along more quickly, and therefore advocated for additional meetings.

**Old Business/New Business:**

Primarily due to the 5% loss of parking due to construction of the Assabet River Rail Trail (ARRT), Scribner-MacLean reported that the Town is implementing a Pilot Permit Parking Program at the 23 River St. Lot. The details of this are still being determined but may include modest or no charges at the roll-out. Calabria suggested that we might want to research Concord's parking program. Nemser mentioned that he's actively participating in new parking technology conversations with the Metropolitan Area Planning Council (MAPC).

Meeting adjourned at 9:30 am.