

Minutes of 10/6/15 Maynard (MA) Economic Development Comm., Maynard Town Building, 8 am.

Meeting called to order at 8 am.

Members present: Ron Calabria, Sarah Cressy, Dave Krijger, Jack MacKeen, Bill Nemser, Lynda Thayer, Courtney Rainey, Andrew Scribner-MacLean, and Chris Worthy.

Other's present: Tom Green, Assabet Village Food Cooperative

Minutes of 9/1/15.

Motion made and seconded. Minutes unanimously approved.

Visitor Introductions & Statements

Tom Green, a representative of the Assabet Village Food Cooperative, provided the group with a brief presentation. Coop membership currently includes 464 members, and their intent is to locate in Maynard.

When the Coop was at 300 members, they hired a consultant from CA. According the consultant's findings, the Maynard Region is well suited for a coop. The consultant estimates that they will need a 10,000 sf store, with 7500 sf allocated for retail, with 65 dedicated parking spaces, an area for outside seating, a loading dock, and preferably a 50 year lease. Green stated that they are pulling together a finance team in the spring to create a pro forma and seek primary and secondary lenders. Estimated cost to build a new facility is \$3.5 to \$4M.

The group engaged in brief brainstorming about possible locations. Locations that were mentioned were Mill & Main, the former Stratus Building, Advance, and Gruber's. Cressy mentioned that there might be zoning issues (conservation land) at the Advance Auto Plaza, while Scribner-Maclean commented that zoning changes would likely need to be made at the Stratus location. The group was very enthusiastic about keeping the Coop in Maynard, and particularly in the CBD if possible. Nemser volunteered to act as the key contact to explore grant programs.

Middlesex Savings Bank Business Development & B@B Groups

No Action

Aubuchon BEEP Application

Members present reviewed the BEEP Application submitted by Aubuchon Realty to make interior and exterior improvements. Recently vacated, Aubuchon wants to position their property more favorably in order for future sale or lease. While the Committee applauds Aubuchon's desire to maintain and improve their property the following questions were posed. Should the intent of the BEEP include cost-of-business maintenance? Should it include interior renovation, such as paint? Given that funds are limited, should there be a maximum amount that one project may utilize? Given that some found the request confusing, do we need to clarify the mission and the intent of the BEEP? MacKeen made a motion to reject the application, Nemser seconded the motion. The Committee unanimously voted to reject the Aubuchon BEEP Application as presented.

Review of Old Agenda Items

See Old/New Business Below

Follow up Discussion of Meeting Schedule

No Action

Old/New Business

- Nemser commented that a piece of art at the Nason/Main triangle, has been discussed.
- The group circled back to discussing **marketing/branding** strategies. Calabria suggested that perhaps we should approach branding activities, as long as they are reasonably cohesive, organically grown from the bottom up. There was some discussion about creating a Request for Quotes (RFQ) for the marketing/branding project, but that the scope of work would need to be better defined. Scribner-MacLean suggested that someone reach out to Eric Wing.
- Calabria suggested that we begin to work on **wayfinding**.
- Nemser reported that designs are in process for the **Basin**.
- Scribner-MacLean displayed a sample of the **Ambassador Business Card**.

Meeting adjourned at 9:15 am.

Written and Submitted on 11/1/15 by Sarah Cressy.

Unanimously approved by MEDC on 12/1/15.