

# Approved

## Minutes of 2/2/16 Maynard Economic Development Committee, 8 am.

Meeting called to order at 8:03 am.

**Members present:** Dave Krijger, Bill Nemser, Ron Calabria, Jack MacKeen, Lynda Thayer, Paul Nickelsburg, Sarah Cressy, Andrew Scribner-McLean, and Rep. Hogan.

Others present: Carla Stover (Middlesex Savings Bank) and Michelle Ciccolo (The Ciccolo Group, LLC)

### Minutes

January 2016 minutes were unanimously approved.

### Visitor: Michelle Ciccolo, President & CEO, The Ciccolo Group, LLC

Ciccolo has over two decades of experience in the public sector. She served for 14 years as the Asst. Town Administrator for Hudson, and segued into a PT Director of Community and Economic Development for another 6 years. During her tenure in Hudson, Ciccolo spearheaded the—Senior Center Renovation (\$5.5M), Route 85 Upgrade (\$11M), the Coordination of the Assabet River Rail Trail, Town Hall Renovation, the creation of a Riverfront Park (with a gazebo and splash & skateboard parks), and a multi-year Downtown Renovation Project. Michelle and her staff also created an award winning master plan. Additionally, Ciccolo is the former president of MAPC, and presently serves on Lexington’s Board of Selectmen (BOS). Ciccolo currently operates a planning and community development firm in the greater Boston area. Ciccolo shared the following insights. For the most part, subject matter could be divided into two categories—economic development and parking.

### Economic Development

Create the right climate, then get out of the way.

Make sure that regulations are business friendly.

Take a holistic approach—don’t be in a rush to get things done or mistakes will be made.

Become a community data bank.

Second floor conversion to residential strengthens downtowns with 24/7 activity.

Always keep walkability and complete streets concept in mind.

MacKeen asked who in Town Hall should be responsible for economic development. Ciccolo responded that in Maynard’s case, it would most likely fall under the purview of the planner. Ciccolo also mentioned that unlike other town committees, the MEDC has no real authority (via Town Charter). Its ultimate purpose is to be a community think tank that advocates for change and supports staff with implementation. However, sometimes it’s really useful to utilize an “outside expert.”

### Parking

Someone, or some department, needs to manage parking.

Keep lots well lit.

Find ways to convince people to park outside of the central parking areas.

First half an hour of parking should be free.

Look at handicapped parking, is it still in a relevant place. Do you have an aging population?

Investigate new “smart” meters.

Consider creating a parking benefit district, where meter revenue is utilized to pay for new meters, etc. Highly recommends Nelson Nygaard for Parking Studies. They did both Lexington and Hudson studies.

General Rule of Thumb. 90% of lot parking and 85% of street parking needs to be occupied to be deemed a shortage.

#### **Other**

Ciccolo applauded Maynard for their work on community branding, their utilization of overlay district spot zoning, and their defined community development principles.

#### **Annual Report**

Annual Report is due in February. Jack MacKeen has the format, Hogan’s Office will assist if needed. Dave will write.

#### **Mission Statement**

The Committee reviewed and unanimously approved the proposed mission statement.

#### **Proposed Objectives and Strategies for 2016**

The Committee reviewed the proposed objectives and strategies. Scribner-McLean suggested that we change the primary objective as follows: “~~Understand and~~ Improve Maynard’s Economic Competitive Position.” The Committee unanimously approved the Objective as modified.

#### **Maynard Sesquicentennial Celebration**

MacKeen presented a letter advocating the planning for Maynard’s 150<sup>th</sup> anniversary. He informed the group about activities for Maynard’s 100<sup>th</sup> Anniversary, and suggested a similar program for the 150<sup>th</sup>. MacKeen asked for support from the MEDC. A motion to support was made by McLean, and seconded by Rep. Hogan. The MEDC unanimously voted to support MacKeen’s sesquicentennial proposal.

#### **Other**

Members commented that it was refreshing to hear an expert (Ciccolo) confirm that we’re on the right path, particularly in regards to complete streets and planned zoning.

Rep. Hogan suggested Paul Matthews, 495 Partnership, as a speaker in March. Paul would address current initiatives for “edge communities.” Joe Kuefler was also suggested as a future speaker.

Meeting adjourned at 9:33 am.

Minutes compiled and submitted by Sarah Cressy and Andrew Scribner-McLean