

Approved 04-05-16

3/8/16 Maynard Economic Development Committee Minutes, Finance Rm., Maynard Town Building.

Meeting called to order at 8:03 am.

Members present:

Andrew Scribner-MacLean, Chris Worthy, Dave Krijger, Lynda Thayer, Ron Calabria, Sarah Cressy, Jack MacKeen, Paul Nickelsberg, Bill Nemser, and Kate Hogan.

Minutes

2.2.2016 Minutes unanimously approved.

Business Environment Enhancement Program (BEEP)

The Committee reviewed a BEEP application submitted by Haley Fritz and Peggy Brown. The proposal was to create a program that would celebrate Maynard's Founder's Day on April 16th and 17th. The program will celebrate Maynard's rich history, as well as bring additional foot traffic to the central business district (CBD). Assuming that Fritz, a local high school student, will likely leave Maynard to go to college, the Historical Commission is poised to continue the event. Thayer voiced concern about street closure, but Scribner-MacLean noted that at this time, he did not see a reason for closure. Street closure is tied to public safety (amount of people) and is under the Chief of Police's jurisdiction. The Committee unanimously voted to approve the application and provide funding of \$1053.44.

Metrowest/495 Partnership Update

Rep. Hogan suggested that the Committee invite Paul Matthew, Director of Metrowest/495 Partnership, to their next meeting. Hogan also informed the group that she plans to invite Jay Ash, Secretary of Housing and Economic Development, to tour Maynard.

Meeting Maynard Businesses

Cressy invited Committee members to attend the following events that will include Maynard and local businesses. Cambridge Focus will host a Coffee Connections on March 18th from 7:30 to 9 am., in the Mill & Main Concept Suite, and Metrowest Kung Fu will host a Ribbon Cutting and Grand Opening Celebration on April 1st from 11:45 am. to 1 pm. Both events are free, but reservations are appreciated.

A Working Session: Turning Strategy into Actions

Krijger organized a brainstorming session on the three strategies agreed upon at the 2.2.16 meeting— Become a Trusted Advocate for Existing Maynard Businesses, Develop Practices and Tools to Attract New Business Investment for Maynard, and Market Maynard as a Desirable Business Community. The following notes were garnered from this session.

Advocate for Existing Businesses

-Have a presence at local networking meetings

- Be an Ambassador for local businesses
- Communicate and develop tools for outreach
- Identify Inhibitors

Develop Practices & Tools to Attract New Business Investment

- Create a Database/CRM of existing businesses
- Develop a Survey and/or Newsletter
- Develop promotional/branding kit (Maynard Advantage)
- Active business recruitment
- Create a Maynard Handbook
- Identify inhibitors

Market Maynard as a Desirable Business Community

- Strengthen its “art” bent, via a cultural district
- Highlight ArtSpace and Acme
- Define “advantage”
- On Route 2
- Perhaps consult with a commercial realtor on this?

Subcommittees to tackle the three strategies were proposed, but feedback on the usefulness of previous subcommittee work was mixed. Regarding the former subcommittees, Calabria felt that they had a lack of focus, groups did not meet frequently enough, and there was a lack of “ownership.” Others, like Nickelsberg, voiced that since there was no clear definition of WHY the groups were meeting, the process could be perceived as a waste of time. There was discussion, but no clear consensus on whether the group should meet more or less often. Scribner-McLean felt that at the beginning, subcommittees were needed to help build cohesion, but now that the MEDC has more cohesion as a group, subcommittees may be less fruitful.

Other

- Nemser distributed Maynard Advantage Business Cards. Some wanted “official” town emails, while others did not.
- It was suggested that everyone should review Peg Barringer’s report.

Meeting adjourned at 9:36 am.

Minutes submitted by Sarah Cressy on 4.3.16