

Approved Minutes of 8/2/16 Maynard Economic Development Committee, Maynard Town Building, 8 am.

Meeting called to order at 8 am.

Members present: Scribner-MacLean, Freker, Thayer, Nickelsberg, MacKeen, Calabria, Nemser, Levine-Piro, and Cressy.

Guests present: Tim Hess

Minutes. Minutes of 4/16, 5/16, and 6/16 were unanimously approved.

Complete Streets Pilot Program. Project kicked off on 7/28/16 and will conclude on 8/3. Nemser stated that it's a fairly significant pilot program, and has attracted interest from both Worcester and Hudson. Nemser seeks pilot program input via an online survey.

BEEP. The group had a roundtable discussion on why BEEP demand was lackluster. In general, landlord absenteeism became the center of dialogue. Levine-Piro mentioned that recently, she reviewed a handful of downtown business leases, and noted that landlords are shifting more costs to tenants. Scribner-MacLean asked what, if anything, could serve as an incentive to entice landlords to improve their property?

Tim Hess, on El Huipil's behalf, presented to the Committee. Hess said that after 7 meetings, El Huipil finally received permission to extend outside dining on public property. They plan to keep the outside expansion simple and affordable because it's late in the dining season, and they are tenants. However, the Board of Selectmen (BOS) have requested that El Huipil reimburse the Town for 6 safety bollards at \$1000/unit for a total of \$6000. Nemser stated that the BOS brought up the BEEP as a possible funding source.

The group discussed improved signage for the Basin. Scribner-MacLean stated that the Basin Development Project, which would incorporate signage, would take approximately two years.

Cultural District. Nemser reported that the application to designate a downtown cultural district, has been submitted to the State.

Barringer Report. A few meetings ago, former Chair Dave Krijger suggested that we revisit the Barringer Report from 2014. Many members re-read the report, and the following discussion ensued. Calabria feels that the emphasis should be on branding. Others mentioned the importance of presentable "gateways," like Powdermill Rd. While others stated that wayfinding should be a priority. MacKeen mentioned the desire to make Maynard a destination. Maynard's aging population and changing demographics also were discussed, along with a dumpster corral in Naylor Court, and a potential MAPC Parking Study. Scribner-MacLean stated that the Town has begun to work on a number of the 14 recommendations, and that he and Nemser will present a position paper at the next meeting. MacKeen offered to assist.

Future Scheduling. The idea of additional meetings was once again discussed. MacKeen will poll members, via email, about a potential date in late August, with a goal setting meeting scheduled for September.

Other: Nickelsberg requested a debriefing on the Mill & Main development in the near future.

Meeting adjourned at 9:40 am.