

Approved

12.13.16 Maynard Economic Development Committee Minutes

Gianotis Conference Room, Maynard Town Building

Meeting called to order at 8 am.

Members present: Karen Freker, Lynda Thayer, Andrew Scribner-MacLean, Jack MacKeen, Bill Nemser, Ron Calabria and Sarah Cressy.

Others present: Dick Downey, 11/29 and 11/30 Business Meeting Facilitator

Members absent: Jerry Culbert, Chris Worthy, and Paul Nickelsberg

Minutes. 11.22.16 minutes unanimously approved.

Community Development Block Grant (CDBG) Recommendation. Scribner-MacLean is working on a CDBG application to help eliminate central business district (CBD) “slum and blight” conditions, make Memorial Park improvements, and improve accessibility, especially in the “basin” area. The application is due in early March, and Scribner-MacLean feels that Maynard’s in a competitive position to garner CDBG funds. Going forward, Scribner-MacLean would like to use the MEDC as an advisory board for this process.

Business Owners Meetings. Scribner-MacLean informed the group that he and Dick Downey hosted two meetings on 11/29 and 11/30 with business owners. MEDC Chair, Jack MacKeen, attended the 11/29 Meeting, as well. The intent of the meetings was to discuss ways that the Town can partner with businesses to help them succeed. The following business owners/managers attended—Jorge and Amy Cao, Laura and John Hobson, Deborah Hledick, Tom Reed, Lynda Thayer, and Zack Wood. Minutes of both meetings were compiled by Downey, and distributed to MEDC members.

Scribner-MacLean organized data into five categories as follows:

Marketing—Big Data for Analysis, “One Stop” Website, Virtual Visitor Center, Construction/Street Closing Calendar, Outreach (Shea’s Blog Model), Events, Destinations, Kiosks, and Downtown Maps.

Town Policies/Regulations—Allow More Outdoor Dining, BEEP Funding, and Signage Rules.

Infrastructure Improvements—Bike Racks, Basin Improvement, Traffic Flow Issues, Slow Down Traffic, Public Restrooms, Kiosks, Complete Streets, 2-Way Traffic @ VMP, Downtown Signage, “Bark” Rack, Number Parking Lots for Directory, Downtown Maps, Dumpster Management, and Shuttle/Trolley Transportation.

Parking—Employee Parking Stickers for River St. Lot, Police to Walk Downtown, Study Paid Parking, Handicapped Parking, Improve Signage, Store Owners to Stop Parking in Front of Stores, and Kiosks.

Landlord/Shop Keepers Efforts—Enhance Back Door Entrances (Basin & Municipal Lots), Destinations, Improve Occupancy Rates, Help Market Properties, Stores Involved in Events, Leases, and Improve Downtown Appearance.

MEDC Members were given three stickers—a red sticker worth 5 points (1st Choice), a green sticker worth 3 points (2nd Choice), and a yellow sticker worth 1 point (3rd Choice).

For each category, each member was asked to choose 3 priorities that the Town and the MEDC should focus on. Scribner-MacLean and Downey will calculate, and forward information to MEDC Members. Information will be shared with business partners, as well.

Other

Scribner-MacLean congratulated Nemser on his recent Media Award from the Massachusetts Chapter of the American Planning Association for his radio show.

Meeting adjourned at 9:12 am.

Submitted by Sarah Cressy