

Approved 02.14.17

Minutes of 1.24.17 Maynard Economic Dev. Committee, 8 am.

Gianotis Conference Room, Maynard Town Building

Meeting called to order at 8:05 am.

Members present: Jerry Culbert, Ron Calabria, Lynda Thayer, Sarah Cressy, Jack MacKeen, Bill Nemser, Karen Freker, and Dick Downey. **Members absent:** Chris Worthy, Andrew Scribner-MacLean, and Paul Nickelsberg.

Minutes of 1.10.17 were unanimously approved.

Review of Parking Scope. Nemser distributed a proposed Scope of Work for a Downtown Maynard Parking Analysis. Cost of this project is approximately \$22K. Half is funded by the Town, the balance is funded through MAPC's Unified Planning Work Program. This sparked spirited discussion. Nemser is looking forward to obtaining data to create a baseline of info. Thayer suggested that we can't possibly know whether the current parking program works because it's not enforced. Downey asked how signage affects parking. The group also discussed the cost of implementation, utilization of Apple pay, and the efficacy of conversion. Nemser reminded the group that at present, parking receipts fund the BEEP Program.

129 Parker St. Nemser reported that over the next couple of weeks, the Planning Board will conduct three special permit hearings to review and approve apartments, assisted living, and a drive-thru for a pharmacy. Nemser asked for support, attendance, and constructive input.

MEDC Input Priorities. At the last MEDC Meeting, the group clustered priorities into 3 categories: 1) Signage/Wayfinding/Kiosks; 2) Traffic Flow/Parking; and 3) More Cohesive Marketing. Thayer's interested in working on subcommittee #1. She also shared that she, in conjunction with Tim Hess (Cultural Council) and Kelli Costa (MBA), have begun to embark on a downtown map project. Culbert is spearheading #2. Downey is also interested in working on #1 and #2. Scribner-MacLean emailed a proposal for #3. Cressy will work on #3 as well. MacKeen suggested that the subcommittee define their meeting time, via email.

Other:

Policy v. Implementation. With clear enthusiasm from group members to act on the feedback from business owners, discussion ensued regarding the MEDC's role—does it set policy, or does it implement. With new members joining the committee, MacKeen noted that the group was established as an advisory group to TA Kevin Sweet. It was suggested the subcommittees' bring forward recommendations for specific actions which can be presented to TA and BOS.

MacKeen commented that he attended the AV Chamber's Ribbon Cutting at Venus Dental, and was very impressed with their office and technology.

Meeting adjourned at 9:18 am.

Minutes submitted by Sarah Cressy