

Approved

Minutes of 3/16/2017 Maynard Economic Development Committee, Maynard Town Building, 8 am.

Meeting called to order at 8:05 am.

Members present: Jack MacKeen, Ron Calabria, Jerry Culbert, Dick Downey, Lynda Thayer, Sarah Cressy, Bill Nemser, and Andrew Scribner-MacLean.

Members absent: Chris Worthy, Rep Kate Hogan, Paul Nickelsberg.

Minutes of 2.14.17 unanimously approved.

Business List. Dick, Jerry, and Lynda are working on the compilation of a master Maynard Business List. Core of data's from the Maynard Business Alliance's Excel List, the Secretary of State's Corporate list, and the Town Clerk's partnership/proprietorship/Doing-Business-As (DBA) list. Total is nearly 550 business entities. While data will help inform Kiosk inclusion, MacKeen stated that the list could be utilized to market other programs, such as the BEEP, or used for communicating to town businesses. Bill suggested that the Town update the list annually.

Kiosk. Lynda has defined the business district to be covered by the potential kiosk. The group discussed whether or not the kiosk should be virtual or wooden. Andrew suggested that the group might want to explore advertising to underwrite maintenance.

Map. Coupled with the Kiosk, Thayer wants to publish a map that defines the business district/cultural district. This will focus on businesses within the district that are visible, and have an open door policy. Andrew asked Sarah to explore companies which produce such maps.

VMP (Veterans' Memorial Park) Redesign. Funds are in place to make the Park American Disability Act (ADA) Accessible. The Town is hopeful that additional funds through a future Community Development Block Grant (CDBG) will augment these funds more broadly, renovate the space and build out a redesigned performance space. Construction is expected to begin in the fall of 2017.

CDBG Application. Scribner-MacLean informed the group that the Town has applied for a \$700,000 grant to eliminate blight in downtown Maynard. The Town will know in July if it has been awarded the Community Development Block Grant (CDBG) grant. He feels hopeful about Maynard's probability to receive these funds.

Other:

- There is an intended March 2017 start date for the MAPC-led Parking Study. The report is expected by late summer.

-Nemser announced that next week, the Town will hear back as to whether or not the **Cultural District** received designation from the Commonwealth.

-Cressy informed the group that the Chamber is collaborating with the North Central Community Dev. Corp., to offer **loan opportunities** to high risk or "un-bankable" organizations. The program's goal is to incubate entrepreneurship, and position an entity to establish bankable credit.

Scribner-MacLean informed the group that the **community shuttle** now provides 100rides/day, and that ridership continues to increase. However, there's no permanent funding beyond 6/30/17. Annual cost to fund the program is \$50K.

Downey asked how the Town could begin to utilize the **river front** as an asset. Nemser said that the vision of the river would need to be memorialized in the Town's Master Plan. It was mentioned that a formal kayak launch was authorized at the Ice House Landing on Winter St.

Meeting adjourned at 9:18 am. (Minutes Submitted by Sarah Cressy)