

## **Approved**

### **Minutes of 3/28/17 Maynard Economic Dev. Committee, 8 am.**

Gianotis Conference Room, Maynard Town Building, MA

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Meeting called to order at 8 am.

**Members present:** Dick Downey, Bill Nemser, Jack MacKeen, Lynda Thayer, Ron Calabria, Chris Worthy, Karen Freker, Sarah Cressy, and Kate Hogan.

Others present: David Porter, Public Relations Consultant

Members absent: Jerry Culbert, Paul Nickelsberg, and Andrew Scribner-MacLean

**Minutes.** 3.14.17 Minutes unanimously approved as amended.

#### **Business Owners List/Map & Kiosk Program.**

The subcommittee divided the business list into zones. They recommend that the map includes the central business district (CBD), which is a little larger than the cultural district. Their recommendation is to include 81 businesses (codes Y1 and Y2) that promulgate business to customer relationships via walk-in, or by appointment.

Downey asked if the group wanted churches and parks included on the map. General consensus was yes.

Discussion ensued regarding whether or not to outsource the project, or do it in-house. Nemser reminded Cressy to send possible outsource suggestions. Downey advocated to outsource design and production, but to do the datakeeping and rest of the project in-house, to simplify maintenance.

The group also discussed whether or not to do a small first run (beta test) or a larger production.

Porter asked, who is the customer, and why is the map better than Yelp? Downey responded that the map is more Maynard focused than yelp, and Worthy mentioned that eventually, when used as part of a kiosk, it will assist with wayfinding, similar to mall signage. It's another tool to market Maynard as a destination.

Hogan suggested that this wayfinding tool should be accessible online, perhaps on the Town's website?

Downey would like to see the map printed by the end of May. After the printed map project is complete, the subcommittee will move onto the kiosk and website. However, the kiosk project depends on parking areas, and parking areas will depend on the parking study.

MacKeen and Downey made a motion to fund the map project up to \$5K, including professional design assistance. Motion was made by Calabria, and seconded by Hogan. The group discussed whether or not GIS would be needed. It was generally agreed that it could be essential. Calabria amended the motion to fund the map project up to \$7K. Amended motion was unanimously approved.

Meeting adjourned at 9:15 am.