

Approved Minutes from 6.13.17 Maynard Economic Development Committee Meeting

Gianotis Conference Rm. #201, Maynard Town Building, MA, 8 am.

Meeting called to order at 8:03 am.

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

Others present: Hansen, Erik Hess, Tim
Schulman, Robin

Members absent: Culbert, Jerry Nickelsberg, Paul

Minutes of 5.23.17 unanimously approved.

Guest Presentation: Jim Salvie, MassBike

A Stow Selectman and attorney, Jim also serves as a Volunteer for MassBike. He distributed the following:

- “Bikes Mean Business” (MassBike)
- “Bicycling: A Livability Fact Sheet” (Walkable and Livable Communities Institute)
- “Study finds millennials’ shift away from driving is ‘more than temporary’” (baltimoresun.com)
- “Millionaire entrepreneur explains why cycling—and not golf—is the new sport...” (businessinsider.com)

In addition to distributing materials, Salvie made a brief presentation, noting that in the past, cycling as a form of transportation was predominantly urban; however, bike enthusiasts are now focusing on how to make suburbs more bike/intermodal friendly. In fact, over the next ten years, MA plans to build an additional 600 miles of bike paths.

Salvie believes that the ARRT provides economic opportunity for Maynard. People who ride bikes, but “stuff,” and bicycle tourism is growing. Beyond economic opportunity, cycling projects are job creators. For every \$1M spent on cycling projects, 11.4 jobs are created. According to the *Business Insider*, cycling is the “new golf”—the sport chosen for networking, friendly competition, and team building. Additionally, millennials are less likely to drive. Salvie suggested that the group create a strategy on how to attract cyclists, and key to this strategy is safety (the utilization of “sharrows”, bike lanes, and bike boxes). These tools will also encourage cyclists to get off the multi-faceted trails, and onto the streets.

After the presentation, spirited discussion ensued about cyclists’ lack of observation of “rules of the road.” Salvie suggested that the group encourage the police to be part of the education process. Schulman stated that no one should be a “road hog,” and that respect goes two ways. Calabria voiced concern over biker visibility, especially in high density areas such as Cambridge. Concern was also voiced about tension between cyclists and pedestrians on area rail trails. Most agreed that such trails should predominantly be used for passive recreation, and for the most part, serious cyclists will remain on the roads.

BEEP Proposal/Bike Racks

Nemser informed the group that he, Schulman, and Miklosko met to further discuss the bike rack proposal, previously reviewed by the committee. In general, Miklosko approved of the majority of locations, but wants to maintain a level of flexibility. A motion was made to approve \$8100 toward the project, but the motion was withdrawn. Per discussion at our 5.23 meeting, Downey requested that the cost of installation, even if the installation is done by Maynard DPW, be reflected in the final proposal. Downey suggested that value should be reflected accurately, and that cost be

defined, whether or not the funding comes from the BEEP program. In other words, what is the opportunity cost if the DPW is providing “free” labor, and not attending to other projects? Cressy suggested that the group be cognizant of the precedent they may be setting. Additionally, there still seems to be some question as to whether or not the shipping cost is included in the cooperative MAPC bike “rack” purchase opportunity. A proposal with installation costs and potential MAPC shipping costs will be presented at the next meeting.

Zagster Presentation

Nemser attended the recent Zagster presentation at Mill & Main. Zagster is a bike share program out of Cambridge. Acton approached Maynard to partner. The present proposal includes 4 bike stations in Acton, and two in Maynard—one likely at Mill & Main, while the location of the second station is TBD. Cressy asked if Maynard had the option to only host one station, at Mill & Main. Nemser said no. Nemser suggests that private sponsorship will cover the cost of \$18k over a two year time period.

BEEP Proposal - “Maynard as a Canvas”

Erik Hansen described his BEEP application which is the first proposed art work / mural based on his ‘Maynard as a Canvas’ proposal from 2016.

Motion: Dick Downey, Seconded by Andrew Scribner-MacLean

Move application with cost not to exceed \$30,000 provided a deed restriction of at least five years to protect the mural is obtained and any necessary easements / access rights are in place.

Widespread support of the concept was voiced with a few concerns:

-Murphy-Snyder owner should be in compliance with Town finding of ‘dilapidated conditions’ from 10/29/2015

-Would first project be better on public façade?

-Can we get a deed restriction to keep the mural intact for 5+ years?

-Will future proposals all be this cost? (based on square footage), where will funding for those come from?

-Should we require a financial match from property owner as they are perceived to derive a benefit from this?

-Should property owner be required to improve the look of the front façade (not part of this proposal) before proceeding?

Based on these questions, Erik Hansen will pursue the answers and re-submit for approval at a future meeting.

Motion withdrawn.

Motion to adjourn: Jack MacKeen, Ron Calabria seconded.

Meeting adjourned at 10:03 am

Proposed minutes jointly submitted by: Sarah Cressy, Andrew Scribner-MacLean, and Dick Downey.