

## **APPROVED: Minutes of 6/27/17 Maynard Economic Development Committee**

Gianotis Conference Room, Maynard Town Building, MA, 8 am.

Meeting called to order at 8:05 am.

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

**Others present:** Aaron Miklosko (Maynard DPW Director), Erik Hansen (BEEP Proposal: Maynard as a Canvas) and John Grasso (Owner, The Brook Kitchen & Tap).

**Members absent:** Paul Nickelsberg & Ron Calabria

Minutes: 6.13.17 minutes unanimously approved.

**Map/Kiosk Project:** Downey reported that the Committee invited nine local graphic artists to submit proposals for designing our map. We also had an open meeting a week later to discuss and answer questions regarding the map/kiosk project. Three graphic designers attended. The Committee sent an RFP to all nine designers, with a 7/14 proposal deadline. Since graphics will be in software not currently used by the town (In-Design, an Adobe product), it is likely that there will be minor maintenance costs. Parameters for a maintenance schedule are not settled. General consensus of the Project Committee is “if the map isn’t current, our audience won’t use it.” Once the Committee reviews and chooses a designer, the project will go to the BOS for their quick review. According to Downey, the Committee’s intention is to still print by Labor Day.

**Zagster Update:** Nemser reported that Mill & Main will sponsor one bike station, and will sponsor 50% of a second station on the Mill & Main campus if matching funds are obtained. Nemser is reaching out to Acacia Communications to assess their interest in the project. If project sponsorship is acquired, Nemser anticipates a project roll out in the spring of 2018.

**Bicycle Parking Maynard:** Per the Committee’s request, the proposal was amended to include both the shipping and labor costs.

Motion was made, seconded, and unanimously approved to accept the amended Bicycle Parking Maynard BEEP Proposal.

**Maynard as a Canvas:** In general, the MEDC has voiced support for the mural project. However, this proposal is the beta tester for public art funding through the BEEP, and a clear process still needs to be determined. Questions and comments that occurred include:

-Deed restriction on private property. Scribner-MacLean suggests a minimum of six years, and up to ten years. If the deed restriction settles at six years, Scribner-MacLean suggests an option of two year renewable terms.

-Cressy believes that the address—34 Tower St., Hudson—is a business address, and said property is owned by Danis Properties. Cressy thinks that if the business owns the property in question, then it's appropriate to list the business. If the person owns the property, then the personal address must be listed.

-Group discussed the property owner's willingness to renovate to create a fresh palate for the mural.

-Thayer wants to make sure that the Murphy & Snyder sign is removed.

-The group also discussed mural aesthetics. Downey suggested that since people are often "better editors than creators," we might wish to send the BOS the top three choices, and let them choose.

-Culbert was concerned about graffiti. Downey mentioned that there are special coatings that can be applied, to ensure easy cleaning.

**Downtown Vacancies:** The group briefly discussed this issue, and in general believes that the primary way to help stem flight is to continue to invest in macro- projects that will continue to improve Maynard's appeal to all. Cressy suggested looking at vacancies as opportunities. There was brief discussion about "draconian" leases. Cressy will forward members information on free legal services out of Framingham.

**Promoting Maynard:** Discussion raised question of whether an integrated Maynard web site, like shoppepperell.com, is a way to accelerate promotion of local businesses and events. Cressy voiced a preference for social media over websites. Scribner-MacLean said that it would be very easy to establish a URL. Whatever we do, Downey suggests, it should link back to one site. Cressy volunteered to compile an inventory of websites and social media platforms currently used to market Maynard, and share with other members of the marketing committee-Scribner-MacLean and MacKeen.

**Other:** Thayer requested that discussion of a Nuisance Bylaw to control building facades be a future agenda item.

Downey suggested a future brainstorming session on how to fund endeavors. Essentially the current BEEP is seed money and continuation is problematic.

Meeting adjourned at 9:30 am.