

## Approved

### 7.11.17 Minutes of Maynard Economic Development Committee

Gianotis Rm., Maynard Town Building, 8 am.

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Meeting called to order at 8:03 am.

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

**Others present:** Mel & Michelle Barrett (Kind Goods), and Erik Hansen (Maynard Cultural Council).

**Members absent:** Chris Worthy, Paul Nickelsberg, Kate Hogan/Karen Freker

**Minutes:** 6.27.17 minutes amended to include the suggestion to add the following agenda item to a future meeting—brainstorm future funding source for BEEP. Minutes unanimously approved as amended.

#### Activity/Project Review

**Business Owner Database.** Thayer reported that the subcommittee met with designers on 6/20/17, and that the cost to update GIS is \$450. The subcommittee is hopeful that the map will be ready for distribution on 9/1.

**Kind Goods Revised BEEP Application.** Mel and Michelle Barrett distributed a revised BEEP application, which included the cost of materials and labor (valued at \$11/hour) for renovations of Kind Goods. There was discussion on whether or not the program would “match” costs, or reimburse costs, up to \$5K. It was articulated that the program could match costs up to \$5K, and in this case, use labor as a match. The group discussed the concept of a “façade,” and grappled with whether façade means everything on the outside of the building, or everything visible from the outside. Calabria stated that while guidelines should not be too rigid, the group needs more guidance. Cressy suggested that the group look at the CDBG façade perimeters as a starting point. The group quickly reviewed the projects and eliminated one or two that did not qualify as “façade”—they were not on the outside of the building and were not visible from the outside, and arrived at \$2650 for materials and \$2250 for labor. Cressy asked if they had a business plan. The Barrett’s have no business plan, but their focus is to “get people inside the door, help Maynard grow”, and set an “example to other businesses.” According to the Barrett’s, this is “not a short term goal,” because they signed a three year lease.

The Committee unanimously recommended that \$2500 be granted to the Barrett’s for their façade improvements. Nemser will modify proposal before it goes to the Board of Selectmen.

**Murphy-Snyder Mural BEEP Proposal.** The Committee revisited the mural proposal for the Murphy-Snyder Building. The Town will fund the cost of \$525 for access to Café, a website for artists. The Town/Cultural Council will use this site to advertise a “call for artists” ([www.callforentry.org](http://www.callforentry.org)). The Cultural Council will suggest artwork, the MEDC will fund. Intent is obtain art/concept before any funds are awarded.

**Other BEEP Updates:** El Huipil has not yet spent the awarded funds. Café India is interested in funds to improve their façade.

**Cultural District:** The Cultural Council will serve as the Board of Directors for Maynard’s Cultural District. At present, tasks are being divvied up between staff. Town administration is examining ways to potentially have a staff administrator (5 hours/wk.) who will report to Scribner-MacLean and Tim Hess. The group briefly discussed mobilizing partners to help leverage the district’s success.

Meeting adjourned at 9:15 am.

Proposed Minutes Submitted by Sarah Cressy