

# TOWN OF MAYNARD

## Minutes

Economic Development Committee

Location: 195 Main Street, Maynard, Gianotis Conference, Room: 201

Tuesday — August 29, 2017

In attendance: Jack MacKeen, Chris Worthy, Lynda Thayer, Ron Calabria, Bill Nemser, Jerry Culbert, and Dick Downey. Absent: Karen Freker, Sarah Cressy, Andrew Scribner-MacLean, Paul Nickelsberg

Chair JM opened the meeting 8:05am

1. Approval of Meeting Minutes (08.08.17): *Minutes approved 7-0.*
2. Current Activities/Projects
  - Mapping/GIS project update: DD presented sample map and overview of progress to date. Stated completed maps would be larger than what presented at the meeting. Requested input on map holders. Requested EDC direct if should go forward. JM made a motion to keep moving forward with printing, seconded by RC. Motion approved 7-0.
  - Parking study: Status: BN stated he received and distributed data finding by MAPC – expects recommendations within next month. Several EDC members stated did not received report. BN will resend.
  - Cultural District: Economic Component: BN stated that during a conversation last week, Meri Jenkins of Mass Cultural Council emphasized that Cultural District efforts should address condition of Downtown Maynard and key goal of District is to improve the overall business climate. Message is that activities of EDC and AVCD are inter-related.
3. New Business
  - BEEP application - Café India: requested approval of a BEEP for an awning with lettering. Owner Subhas Adhikari requested \$1418 (a 50% reimbursement of the total cost of the awning of \$2,835). The EDC approved 7-0 with the condition he provide a letter from the building owner approving the changes to the property. BN stated he would let the applicant know when a selectmen's meeting date will be held for final approval.
  - Façade/exterior definition: Discussion, establish process: JM opened the discussion by asking what the board felt was the intent of the BEEP grant (specifically, interior or exterior improvements). He also pointed out that this grew out of the former "façade improvement program". It was noted in committee discussion that improvements done inside a business can improve outside aesthetics, but the general consensus of the group seemed to be that grants be limited to exterior improvements.

DD asked about what if a business goes under? Should the improvements funded by beep transcend the business? If we approve funds for advertising specific to the business, are we limiting the benefit to the community if the business fails?

RC, JC and LT pointed out that regardless of the businesses continuing viability the appearance is approved for the streetscape. Additionally, they both pointed out that the improvements have value for relatively small amount of money and so far the aesthetic improvements have improved the area. CW noted that signs and awnings were part of the original BEEP. The committee discussed potential restrictions such as flaps for awnings that could contain the businesses name then be removed, but the committee believed this would make the process unnecessarily complex. JM stated he felt only exterior should be considered. JC noted that a BEEP application where improvements can be "reused" would be viewed favorably. RC stated that improving the overall business climate downtown would make local businesses that much more viable. He pointed out that both "Inclusionary Zoning" and vacancy fees are under consideration by the town and may go a long way to improving the business environment.

#### 4. Member comments

RC had several updates for the board:

The Fire House Building Committee has agreed to a price for the fire station property with Mill & Main. Details are forthcoming but he expects it to be addressed at the next town meeting.

RC is concerned with the infrastructure situation in town. He feels we have a multimillion dollar investment coming in our sewers. We need to determine how to evaluate etc., so we can understand our economic development efforts. JM agreed this is an important topic and said it would be discussed at an upcoming EDC meeting.

JM stated the September 12, 2017 EDC meeting would be chaired by Chris Worthy.

DD made a motion to adjourn seconded by JC. Meeting adjourned at 9:20 AM.