

Economic Development Committee

Minutes of the 10/03/2017 Meeting, Gianotis Room, Town Hall

Call to order: 8:07 AM

Present: Jack MacKeen, Chair, Ron Calabria, Dick Downey, Lynda Thayer, Andrew Scribner-MacLean, Bill Nemser. Absent: Sarah Cressy, Chris Worthy, Karen Freker, Jerry Culbert, Paul Nickelsberg. Guests: None

Approval of Minutes: Motion to accept the minutes of 09/12/2017; Dick Downey, seconded by Lynda Thayer, Approved 6-0. Motion to accept the minutes of 09/19/2017; Dick Downey, seconded Ron Calabria, Approved 6-0.

Current Activities / Projects Downtown

Map Project:

- Dick Downey led a discussion of what has happened since the map project was launched. Positive response from vast majority of merchants. Negative feedback has been directly addressed by meeting with those providing it and an update memo has been sent to selectmen and staff for use in responding to questions.
- Maps were distributed at last Saturday at OktoberFest. Maps and outdoor holders have been installed at the 3 ARRT kiosks. Aaron and Dick walked rail trail for potential additional kiosk locations
- 2300 of 3000 copies printed have already been distributed, with MaynardFest pickup expected to be high.
- Next steps include a revision to the document to include higher quality images, new titles, a QR/internet enhanced version, a change in stock (scoring), and updates to some of the listing information. The scope for this phase of the project remains the same – a map to provide information for downtown businesses with expectations of significant walk-in traffic.
- Dick expressed concerns about future funding and the group agreed to determine costs to make revisions and for the web site updates for the next meeting. Then an approach to determining funding could be determined.
- The interactive database portion of the initial funding has been put on hold as it may create unsustainable work. Current Assessing and Town Clerk offices are not capable of taking advantage of the idea at this time.
- New funding may be needed to:
 - Pay for updating and republishing the maps earlier than expected
 - Development and maintenance of websites

Sustainable Funding for EDC

Dick Downey then led a continuation of the sustainable funding discussion. The committee reviewed the organization of the brainstorming session and agreed to begin moving these ideas into the context of a budget request (needs) and then matching these to funding opportunities. Andrew S-M to provide the November 2016 tenants 'wish list' info and to begin to establish a budget for FY2019 consideration. Dick advocated for the submission of a special article to create a new budget line item on the town warrant.

Motion to adjourn: Jack MacKeen, Seconded by Ron Calabria. Approved 5-0 (Nemser had already exited), meeting adjourned at 9:33 am.