

Minutes of 10/24/17 Maynard Economic Development Committee Meeting

Gianotis Conference Room, #201, Maynard Town Building, 8 am.

Meeting called to order at 8:05 am.

Members present: Lynda Thayer, Bill Nemser, Jack MacKeen, Ron Calabria, Dick Downey, Sarah Cressy, and Karen Freker. **Members absent:** Chris Worthy Jerry Culbert, Andrew Scribner-MacLean, and Paul Nickelsberg. **Guest:** Eliot Prisby (Metrowest Kung Fu).

Minutes of 10.10.17 unanimously approved.

Draft Definition of BEEP Program Eligibility. Nemser distributed a document to help clarify the BEEP funding process. In short, the BEEP is intended to improve business competitiveness through three objectives: 1) Improvement of business exterior aesthetics; 2) Provide targeted infrastructure improvements that benefit the overall business community (such as bike racks); and 3) Encourage creative approaches to improve the business community's attractiveness (such as the flower program). The document also listed activities that would not be funded, such as interior improvements, start-up/operational costs, promotional costs, one-time events, and inventory purchases. Most importantly, it defined exterior as only including something one will be visible from outside of the business.

BEEP Request, Metrowest Kung Fu. Eliot Prisby, owner of Metrowest Kung Fu, asked for assistance with the following improvements

Awning removal and disposal: \$1062.50

Light Addition & Replacement: \$4395.00

TOTAL: \$5457.50

It was suggested that someone might want to contact Roasted Peppers to see if they might also be interested in removing their awning as well, and whether or not there might be a discount if the company has two jobs, instead of one. It was also mentioned that if new awnings were secured that the removal cost might be significantly less.

Downey asked whether or not signage falls under the category of "promotional costs," as defined under program eligibility. We might wish to clarify the difference between promotional materials and signage.

Banners on Utility Poles. Nemser is interested in hanging banners on utility poles near the golf course, however, he has not been able to obtain permission from Eversource. Cressy will forward contact information for their Community Relations Officer.

Maps. Downey reported that the downtown map needs to be reprinted. At present, the map subcommittee has \$2000 which was allocated for GIS, but will not be used, and an additional \$800 that was not used for printing expenses. Cost for the last printing was \$1200 for 3000 pieces.

Meeting adjourned at 9:15 am.