

Minutes of 11/14/17 Maynard Economic Development Committee Mtg., 8 am.

Gianotis Room, #201, Maynard Town Building

Meeting called to order at 8:05 am.

Members present: Bill Nemser, Jack MacKeen, Ron Calabria, Dick Downey, Sarah Cressy, Karen Freker, Chris Worthy, and Linda Thayer. **Members absent:** Andrew Scribner-MacLean, Paul Nickelsberg, and Jerry Culbert. **Others present:** Ellen Duggan

Minutes of 10.24.17 unanimously approved.

EDC Funding. In a prior meeting, the committee decided to prioritize pursuit of a Town budget line item as the primary funding source for sustained activities. Discussion was focused on identifying actions or projects which generate or sustain economic development, the estimated costs and time frames thereof and what sources of funds might already be associated with such needs. In a memo to the MEDC, Scribner-MacLean voiced his priorities-- façade improvement, complete street implementation, wider sidewalks, managed parking, and the creation of more signature events. He cited the pub crawl as a perfect example of a signature event that benefits business (the pubs), while raising funds for a worthy charity.

Downey suggested MEDC should focus on adding additional benefits and not duplicate efforts on community event planning that works well under the jurisdiction of other organizations.

Thayer reminded the group that the map was intended to be a precursor to improved CBD wayfinding, and suggested that the group only ask for funding of tangible projects, such as the flower basket program.

Calabria suggested that one of the Committee's primary responsibilities is to advocate for programs/projects that stimulate economic development and noted that any request for budget funds must be meshed with the ongoing budget cycle for FY19.

Cressy suggested that the Committee appoint a subcommittee to recommend expenses to be included in a line item (due no later than Feb. 2018). Downey volunteered to create an inventory of projects/programs that the MEDC has expressed interest in and/or wants to accomplish. Items will include cost, allocation of resources (beyond cost), and jurisdiction of execution. Downey asked Committee members to forward a "wish list." The inventory list can be updated quarterly, and forwarded to the BOS to ensure that they're better informed of the MEDC's priorities. The following volunteered to work with Downey on this project—MacKeen, Calabria, and Thayer.

DiscoverMaynard.com. Website name has been purchased.

Map. All 3000 copies of the original having been distributed to over 100 locations, a reprint earlier than scheduled has become necessary. Minor updates have been completed, including a more visible designation the map is for downtown. Re-print will be with the original vendor, which is the least expensive option at present. The \$2K allocated for a centralized database of businesses to be used by town departments associated with this project will be returned to the general fund.

EDC Meeting Dates. MacKeen survey data indicates that the best meeting time is either on Tuesday or Thursday mornings. MacKeen asked for a preference. Our BOS liaison can't meet on Tuesday, and is more likely to attend on Thursdays. Worthy has a binding commitment on Thursdays. Ms. Duggan suggested that the group attempt to accommodate the BOS liaison as economic development (Powdermill, 129 Parker, Mill & Main) effects3, 2007, 2020 every taxpayer, and the BOS needs to be part of this discussion.

Motion by Cressy that MEDC change meetings to the 2nd and 4th Thursdays for a six month trial period, starting in December 2017. **Vote:** 8-0 in favor. Note that the 11/28 meeting will still be on a Tuesday.

Meeting adjourned at 9:30 am.