

Minutes of 11/28/17 Maynard Economic Development Committee.

Maynard Town Building, Gianotis Conference Room #201, Maynard MA

Meeting called to order at 8:05 am.

Members present: Scribner-MacLean, MacKeen, Nemser, Calabria, Cressy, Thayer, Culbert, and Downey. Members absent: Freker, Worthy, and Nickelsberg.

Others present: Jeff Swanberg (Maynard Cultural Council) and Mary Brannelly (Maynard Business Alliance).

Minutes of the November 14 meeting were unanimously approved.

The group had an open discussion on “creating structure for successful downtown events.”

Scribner-MacLean expressed his opinion that all downtown events should enhance business development. In his opinion, the Sip and Stroll and the American Legion Pub Crawl are positive events because they encourage business transactions as part of the event. He also would like to see a music fest as part of the programming fabric.

Downey suggested a Seafood Festival at Hampton Beach, NH as a model of a beneficial downtown program. This particular Festival encourages a walkable downtown with off-site event parking and shuttle.

Brannelly, on behalf of the Maynard Business Alliance, feels that the more downtown events to draw people to the central business district, the better.

Scribner-MacLean feels that events that interrupt daily business are problematic. He suggested setting standards that would minimize interruptions.

Nemser stated that there is both a benefit and a burden to a downtown businesses location. The benefits are public parking, public beautification programs (such as hanging flower baskets) and events that draw people to the downtown. The burden is that not every program will help every business to the same degree. A major premise of a cultural district is to bring foot traffic to the downtown.

Brannelly feels that the cultural district as a destination is a selling tool for new home buyers.

Thayer honed in on communication as a key ingredient to downtown programming, so that businesses can properly plan. Downey cited that perceived event success, since there is little data, might be speculation. And while we may wish to rely on a website, such as DiscoverMaynard.com, websites are reactive. Downey suggested that for communication purposes, we need an email database to both inform downtown businesses of events (from programs to DPW updates), and to garner feedback for review.

Meeting adjourned at 9:15 am.