

Minutes of 1/11/18 Maynard Economic Development Committee Meeting

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

Meeting called to order at 8:10 am.

Members present: Jack MacKeen, Sarah Cressy, Lynda Thayer, Ron Calabria, Dick Downey, Andrew Scribner-MacLean, and Karen Freker. **Members absent:** Bill Nemser, Jerry Culbert,

Minutes

Motion was made and seconded to approve the 12.14.17 minutes. MacKeen amended the minutes to reflect Cressy's presence at the meeting. Amended minutes were unanimously approved.

Outdoor Dining By-law Amendment

Scribner-MacLean distributed a draft copy to Committee members. A motion was made to support the article. The intent is to allow outside alcohol service. It was suggested that when presented to TM, that it be presented in full context. The motion was tabled until the next meeting when the complete by-law section was available for review.

Sustained Funding/Budget

A subcommittee (Downey, Calabria, Thayer) created and distributed a Maynard EDC Project List. The group, at length, discussed proposed expenses. Bullets below indicate general topics of discussion.

- BEEP will cover the 1st three years of the flower program. After the initial three year window, the intent is to have private donations cover expenses.
- Nemser requests revenues to purchase flags for the poles to complement the flower program. When flowers come down, flags go up. The current flags are to be expanded to additional poles.
- Cross-the-street banners were discussed. Utility poles at initial site are not deep enough to support banners of this magnitude. Cost and additional locations still need to be explored. The utilization of a roadside electronic board was discussed, however, some members voiced their strong preference for banners rather than the traffic oriented electronic message boards.
- Wayfinding is still a collective priority.
- Freker suggested that budget be broken out between admin and BEEP.
- Scribner-MacLean reminded the group the public funds can't be utilized on private property. However, gift money can be utilized for private property improvements.

Over the past couple of years, the BOS has allocated \$40K for the BEEP Program. BEEP funds have primarily been funded by meter receipts.

A motion was made, seconded, and unanimously approved to once again request \$40K for the BEEP Program, and additionally make a special budget request of \$10K to cover administrative costs.

Candidates for MEDC Membership for 2018

The MEDC potentially has two open positions. MacKeen has asked for suggestions and input. Members were asked to suggest candidates. In addition, Nemser is to create a press release to recruit new members.

Annual Report

Freker suggested that the proposed Annual Report directly refer to the programs rather than a number and letter referenced earlier in the document. For example, instead of "...on both items 2A and...", that language is changed to "on both items *Signage/Wayfinding/Kiosks* and..." A motion was made and seconded. The proposed Annual Report was unanimously accepted as modified.

Meeting adjourned at 9:30 am.