

# Minutes of 22 March 2018 Maynard Economic Development Committee Meeting

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

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Meeting called to order at 8:09 am.

**Members present:** Jack MacKeen, Lynda Thayer, Ron Calabria, Dick Downey, Andrew Scribner-MacLean, Bill Nemser, Will Doyle, Jerry Culbert. **Members absent:** Sarah Cressy, Karen Freker. **Guests:** Jeff Swanberg (Cultural Council), Erik Hansen.

**MOTION was made and seconded to approve the 2 Feb 18 minutes.**

VOTED: Approved 8-0.

## **Report on Downtown business owners' meeting (by Andrew / Dick)**

- Two meetings were held, one in the evening and the other the following morning. Attendance was light due to the storm. 2 persons at each. However both groups were enthusiastic and pleased with our goals and progress to date.
- Neither meeting followed the structured format. The Power point presentation was not made but simply used as a reference as topics came up.
- Going forward, it would be good to have these meetings more often and to invite a wider group of merchants. It was felt that the feedback from those that attended will make the next meeting more popular.
- It was suggested that we consider having the meeting at some outside venue with food and refreshments. Andrew felt that we could find some funds to allocate to this approach.

## **Beep: Maynard as a Canvas (Jeff / Erik)**

- The Cultural Council has received numerous bids for the murals on the old Murphy & Snyder building. Responses were nationwide which the council was pleased and excited about. They have narrowed it down to 6 proposals.
- The council has appointed a selection committee of eight people to evaluate the designs and to select the winner(s). Proposals are within budget established previously of \$25K. The current thinking is approximately \$12K on the Parker St side and \$12K on the Dunkin Donut side. The actual price per side will vary a bit based on square footage and selected artist.
- The EDC asked if the maintenance is included in the price and the answer was yes.
- There was a question about insurance and whether the town would supply it. The consensus was that the artist should have state required Workmen's Compensation and the liability insurance should be covered by the building owner's policy. No town insurance is contemplated.
- Was this to be from the BEEP program or from Cultural Council funds? The answer was from the BEEP funds as stipulated in the June 2017 EDC meeting. When and if this moves forward there will be a formal written contract with the artist. The monies will come from the "gift" account.
- The Council would like to make a final announcement by 30 April. It was suggested that the council have all their information in a proposal by April 17<sup>th</sup> meeting for presentation to the Board of Selectmen.
  - Bring proposal to EDC for review at 12 April meeting
  - EDC and Cultural to submit to Board of Selectmen at the BOS 17 April meeting
- **MOTION:** to have the EDC recommend that approval of \$25K for this BEEP grant.
  - A motion to amend the motion to include: "Provided that the proposal include all the site protections discussed in the June 2017 meeting"
  - Motion to amend: **VOTED**

- Amended Motion: **VOTED**

### **DiscoverMaynard.com (by Will)**

- Will gave an overview of the web subcommittee meeting minutes. This included a view of the prototype (unpublished) discovermaynard.com/home site. As part of the approach it will be modified to follow a structure similar to the “gostowe.com” site also shown.
- The subcommittee would like to get phase I of the site up by 15 April. Will has already met with webmaster Dave Griffin about the overall plan.
- There was a meeting with the school department IT department on a similar initiative. It was the consensus of the full committee that we would be happy to share any technology.
- The consensus was that the web subcommittee was on the right track and the committee was pleased with the progress.

### **Map / Wayfinding (Lynda / Jerry / Dick)**

- The subcommittee was looking for approval of approximately \$11,000 to put up the kiosks and benches in the area designated in the minutes. The goal was to have them in place by the opening of the rail trail.
- This brought up the discussion of the parking signage that was also included in the minutes. The subcommittee was not prepared to ask for money for that yet as it didn't have the cost research completed.
- The full committee felt that the wayfinding should be a package budget so that we could properly allocated resources. The subcommittee said that it would come back to the next meeting with a more definitive plan for the parking signage. The subcommittee was encouraged to meet with the Acting Town Administrator to identify other funding sources for kiosks.
- There was also discussion of the kiosks being lighted in the evenings. There is currently no plan for lighting nor is there electricity near any of the proposed kiosk locations. We will look into the cost of potentially using solar power and batteries to provide lighting for the short period from dusk to 9 pm.

### **Parking**

- The police department has said they will be happy to run a pilot program to help establish parking policy. The full committee would like to set up a subcommittee to meet with the Police Chief in order to set up pilot.
- Jack asked for volunteers and then selected the following as Parking subcommittee members:
  - Lynda Thayer, Ron Calabria, Jerry Culbert
- Dick suggested that the subcommittee meet themselves and come up with a set of goals and what data is need for a plan before meeting with the chief. The objective is to bring vitality to the downtown and the chief's immediate reaction may be from a different perspective.

**MOTION** to adjourn at 9:59

**VOTED**