

Minutes of 12 April 2018 Maynard Economic Development Committee Meeting

Gianotis Room #201, Maynard Town Building, 8:00 am.

Meeting called to order at 8:03 am.

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

MOTION: to approve the 22 March 2018 minutes.

VOTED: Approved 8-0

BEEP: Maynard as a Canvas

- As a continuation of our last meeting are we prepared to recommend funds to the Board of Selectmen (BOS)?
 - There was a discussion of the status of the protections that were part of the conditions from the last meeting. We have verbal agreement from all the parties and they will be documented before any funds are allocated.
 - **ACTION ITEM:** Andrew will follow up to assure written docs are available
 - This subject came up at last BOS meeting and they expressed support and await the formal BEEP proposal.
 - Comment was made that BOS was pleased with the due-diligence of the EDC.
- **MOTION:** EDC to recommend approval to the BOS for the Maynard as a Canvas BEEP application for \$25,000 provided that all the town has documented evidence that the protections outlined in the June 2017 meeting are completed.

VOTED

Map / Wayfinding (Lynda / Jerry / Dick)

- Parking signage: The subcommittee met with ViewPoint, the vendor that did the current set of parking signs around town. We received from them a ROM (ballpark) price of \$14,086.77 that included signs, frames, posts, and installation per the subcommittee's matrix.
- Sensing that the EDC was looking to conserved funds, we asked for a price without installation which was ROM'd at \$10,000. The committee estimated that the signs themselves without the metal frames would be in the \$5,000 to \$6,000.
- **ACTION ITEM:** Lynda to get refined pricing from ViewPoint to include breakout of signage, frames and installation.
- After much discussion on the pro and cons of designs, consistency, impressions, investments, etc. it was felt that we should stay with the complete system
- **MOTION:** that the EDC recommend to the BOS to approve a BEEP application for \$15,000 for the subcommittee's proposal.

VOTED

- **ACTION ITEM:** Dick to prepare the BEEP proposal for inclusion into Friday's BOS packet.
- The discussion then picked up on the kiosk and bench proposal by the subcommittee. There was a general consensus to proceed, however the subcommittee was to meet with the DPW before submitting any application to the BOS.
- **ACTION ITEM:** Subcommittee to meet with Aaron in the preparation of the BEEP proposal. (Completed same day)

Minutes of 12 April 2018 Maynard Economic Development Committee Meeting

Gianotis Room #201, Maynard Town Building, 8:00 am.

- **MOTION:** that the EDC recommend to the BOS to approve a BEEP for \$11,000 for the subcommittee's proposal regarding kiosks and benches.
VOTED
- **ACTION ITEM:** Dick to prepare the BEEP proposal for inclusion into Friday's BOS packet.

DiscoverMaynard.com (by Will)

- Will reviewed the subcommittee minutes with the EDC. (see their minutes for details)
- Discussion whether we can have a private subset of email addresses for the town to use when contacting principals of the business re street closings, business invitations, etc. (answer Yes)
- Can the same thing be done with reverse 911? There were pros and cons to using this function for that purpose and no decision was made.
- Asked the subcommittee as part of phase II to look at ongoing costs and how they plan to keep the data current. Will spoke about the general plan of having the businesses update their own information and for an approval process by any member of a review committee or town employee before posting.
- School department asked if we could/should share the business database? This brought up much discussion about how it would be used and if there were any downsides. It was felt that the businesses would not actively participate if there were going to be subjected to solicitations.
- **MOTION:** The EDC will not share their business database with other users without an explicit request process:
 - **MOTION TO AMEND:** remove everything after "users"
 - **VOTED:**
 - **AMENDED MOTION:** The EDC will not share their business database with other users
 - **VOTED**
- Information to be posted on the website for each business: website, phone #, Social Media links

Planner Update

- The Chair mentioned that he will set aside 5 minutes at each meeting for an update of the latest happenings in town.
- A suggestion was made that an Executive Summary of bullet points no greater than one page in length be produced and distributed via email approx. 2 days in advance of a meeting. This could be used by members to ask for further details during the 5 minute set-aside with the view of keeping the update to only 5 minutes.
- The bicycle racks have been delivered. The DPW hopes to get some portion of them in place soon, but may be awhile before it is totally completed due to the amount of tree destructive yet to be cleaned up.

Parking Subcommittee

- The parking subcommittee met with the police department about running a pilot program to help establish parking policy.
- The meeting decided to have bags put over the meters for free parking on Nason & Main Streets. However the will be posted 2 hours limit and will be enforced from 8 am to 5 pm, Monday thru Saturday.
- Parking revenue from meters is about \$40K annually. We expect this to drop a bit during the trial, but the purpose is not raise money, but to turn over spots to potential shoppers. The stricter enforcement

Minutes of 12 April 2018 Maynard Economic Development Committee Meeting

Gianotis Room #201, Maynard Town Building, 8:00 am.

will probably pick some revenue from “all day” parkers. The will be some logs keep on what observations are made during that period.

FY2019 Funding

- The expectation is that the EDC will have \$6,000 for FY2019. The funds will come from an article at town meeting transferring funds from and \$6,000 article created in 2011 for the Redevelopment Authority which was never established. As the EDC is doing similar work, it will now be allocated to the EDC

General:

- A member asked that a future agenda item be a discussion of the value of a \$100 application fee for sidewalk dining.
- Chair asked members to be thinking about how to monetize initiatives of the EDC so that we can continue to bring value to the community.

MOTION to adjourn at 9:47

VOTED