

# Maynard Economic Development Committee Meeting

Minutes of 14 June 2018 Meeting

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

Meeting called to order at 8:02 am.

**Members present:** Jack MacKeen, Will Doyle, Lynda Thayer, Dick Downey, Andrew Scribner-MacLean, Ron Calabria, Karen Freker

**Members absent:.**, Sarah Cressy, Bill Nemser, Jerry Culbert

**Guest:** Anne Ferris

**MOTION:** to approve the 24 May 2018 minutes.

**VOTED:** Approved 7-0

## DiscoverMaynard.com (by Will via email)

- See Minutes as Attachment A
- **ACTION:** Jack asked Will for a timeline.
- Members asked for:
  - Inclusion of Cultural Council with some prominence
  - Feedback Capability (ref Hudson MA site)
- **ACTION:** Committee to create a definition of the site
- **ACTION:** Committee to get a budget estimate of the annual cost.

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

- Dick reported that the project had pretty much turned over to the DPW.
- Asked if EDC would support having volunteers install kiosks to move the project along more quickly. The consensus was no.
- The “study” referred to in the previous meeting was actually more creating a plan to address “Dig-Safe” issues and impact on surrounding areas. This has been completed.
- **ACTION:** Dick to get with Aaron and get a timeline and clarification of SOW (Statement of Work).
- **ACTION:** Dick to get an estimate on reprinting of the Maps as we are close to running out.

## Letter to Selectmen:

- **MOTION** to approve Jack’s draft letter regarding reallocation of unspent database funds to Discovermaynard.com website.
  - **MOTION** to revise the letter to clarify the funds referenced. Either have them add up or explain that they don’t because of crossing fiscal years.
- **VOTED**
- **VOTED** Revised Motion.

## Town Communications/ PR Process

- Major issues are done thru the Town’s PR firm and directed thru Town Administrator
- Lesser issues are handled by each department. Andrew supplied a listing of contacts to notify for various subjects and the use of Connect CTY (aka Reverse 911)
- **ACTION:** Committee asked Andrew to create a guideline document of what training committee and staff need in each department. Example: Telephone training, what other department are affected by standard procedures of that group and how to notify them of changes, etc. A checklist was suggested.

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- It was suggested that special projects should have a project manager (i.e. responsible person not a designated manager). There should also be a general checklist of what it entails. e.g.: goal, deliverables, communications, who's affected, etc.

## Mixed Use and Downtown Overlay District (DOD)

- There was discussion regarding the tradeoffs of correcting blight vs requiring strict compliance with the DOD.
  - Correcting blight makes the town more attractive and more likely to attract visitors
  - Maintaining opportunities for retail versus office building and apartments allows “critical mass” that also attracts visitors.
  - EDC should work with Cultural Council for more public art to make the town more interesting
  - EDC should convey to Master Plan committee that we see the River as an asset that should be developed by opening access to the river.
  - Members expressed that the DOD should require that the entire first floor of the DOD buildings be dedicated to retail not just a token section.
- It was suggested that the EDC try to set up cross department forum on how we can recruit more to the community
- **ACTION:** Andrew to set up meeting with the Selectmen to give a presentation similar to that given to the MAPC. This is to take place sometime in July or August once the newly elected members are seated.
- **ACTION:** Jack to update and modify the presentation.
- It was suggested that we invite James McDonald and other developers in to better understand what developers are looking for from the town so that we can better understand how to match what the community is looking to achieve and mesh that with meaningful development.

## Marketing brochure:

- Not discussed – moved to next meeting's agenda

## Use of Admin support funds:

- We have use of administrative time starting in July. How do we want to use? Do minutes, schedules, publish agenda, etc. It was suggested that committee continue to do minutes etc. and use the talent to track projects and help move them forward.

## Planner Update

- See Attachment A.

**MOTION** to adjourn at 9:50

**VOTED**

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## ATTACHMENT A

### PLANNING & ZONING UPDATE (06.12.18)

- 170 Main Street (Jimmy's service station): on 04.10.18 started the PB review process for site plan, special permit and design review approval under the DOD. They are resubmitting plans with bank (originally proposed with gas station) removed from project.
- 115 Main Street and 42 Summer Street: The PB has continued the public hearings for both applications until August 14. The applicant for both projects (McDonald's Development) will revise full plans based on input from the community, the PB and town staff. The schedule and approach to moving forward was agreed to by all concerned and will assist in developing the best possible projects for the location. Work on the Development agreement on a will continue. Interesting note: Mr. MacDonald would like to meet with the EDC to discuss his experiences working in town. Might be interesting!

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## ATTACHMENT B

### Discover Maynard Web Subcommittee

### DRAFT - Meeting Minutes from 6/4/2018

Sanctuary 7:00pm.

Members present:

Will Doyle, Lynda Thayer, Dick Downey, Brad Matthews (Cultural Council), Grace Doyle, Peter Doyle

Introduced New Members

- Grace Doyle - is a Communications Major at Ithaca University and will be working hands on with selected businesses to help them collect the information required for the phase 2 initiative
- Peter Doyle - is a Computer Science Major and will be helping develop the cloud services required to support the phase 2 initiative

Met with Dave Griffin to discuss getting the initial Launch of Discover Maynard up.

- Discussed the site structure which was described in the 4/2/2018 Meeting Notes and Reviewed Wireframes
  - Welcome Page
    - Has just a tagline about Maynard
    - Has three primary sections
      - Shop
      - Eat
      - Calendar
    - Should communicate that the site is just beginning to take form and that future updates will be happening
  - The Shop page will display a list of retail businesses.
    - The page will list retail businesses, sorted alphabetically
    - The page will have the ability to filter the list by the tags that David currently has setup. Filter will be changed though so multiple selections result in an inclusive view
    - The items that will be appearing on the list include (where available):
      - Business Name
      - Address (which will contain a link to google maps - using the geolocation information)
      - Website address (which will be a link to the website)
      - Email Address (which will be a mailto: link)
      - Phone Number
  - The Eat page display a list of restaurants.
    - The page will list restaurants, sorted alphabetically
    - The page will have the ability to filter the list by the tags that David currently has setup. Filter will be changed though so multiple selections result in an inclusive view
    - The items that will appear on the list include:
      - Business Name
      - Address (which will contain a link to google maps - using the geolocation

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information)

- Website address (which will be a link to the website)
- Email Address (which will be a mailto: link)

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- Phone Number
- The Calendar page will display a list of major town events that attract people to town or affect traffic flow - William to send list of events to David

Discussed the Timing for the First Release

- Dave mentioned that he should be able to get a draft of the first site up around the 18<sup>th</sup> of June.

Discussed Items on the Future Version

- The tags for each business are going to be reviewed and revised. Different levels of tags will be created to keep type of business separate from other tags like available 24 hours
- Grace will focus on meeting and collecting information from vendors on the map. She will be creating video interviews with some business owners as well. She will be available for approximately 8 weeks
- There are too many businesses to have face to face interactions with. A web site allowing businesses to enter their own information will be setup and letters to businesses will be sent out
- Peter and William have started work on what the architecture of the site and design of the DB will be
- William has started researching the platform and technologies that will be necessary to host the 2<sup>nd</sup> release DB and services
- William is researching pricing for hosting the DB and the required services
- Next meeting will focus on the 2<sup>nd</sup> release