

# Maynard Economic Development Committee Meeting

Minutes of 12 July 2018 Meeting

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

Meeting called to order at 8:09 am.

**Members present:** Jack MacKeen, Bill Nemser, William Doyle, Lynda Thayer, Dick Downey, Andrew Scribner-MacLean, Karen Freker, Jerry Culbert

**Members absent:** Ron Calabria, Sarah Cressy

**Guest:** Cathryn Cremins-Basbas

**MOTION:** to approve the 28 June 2018 minutes.

**VOTED**

## Mixed use and Downtown Overlay District (DOD)

- Discussed Bill's document. While good it didn't address some of the items that the committee was looking for in the previous meeting. The committee was looking for this to be an explanation of what the DOD is, why it is beneficial to the town, that the committee supports it and actually would like to make it stronger. Additionally, we would like it to be a document that communicates the above to the various other boards and departments that are touched by it. For example, the Planning Board, the ZBA, Master Plan committee, Selectmen, etc.
- **ACTION:** Bill Nemser to re-draft the letter per the discussion.

## Admin Support Funds

- The committee reviewed the proposed Job Description.
- It was suggested that the requirement for MS Access capability be deleted and rather address the requirement to update the database.
- The type of database was discussed and William offered that the web committee will be creating a central database as part of the web initiative and that he will create the proper "Add, Change and Delete" forms for maintenance that the Admin can use. It was estimated that the time for data maintenance would be less than one hour per week which included the verification of the data.
- The person's main focus will be on projects and keeping them on track. For example, our Welcome Pack on our to-do list
- **MOTION:** to approve the general concept of the Job Description with the details modified along the lines of the discussion.

**VOTED**

## Parking Pilot:

- To review the goals and metrics of the study per last meeting's action item.
- Jerry reported that there had not been a meeting of the parking subcommittee since the action item.
- As Jerry and Lynda understood the goal was to determine if there was enough parking in the proper places and to rectify the perceived problem of all day parking by employees. However, there was no actual stated or written goal. Andrew indicated that his perspective on the goal was to determine how best to manage parking in the downtown to the benefit of the businesses.
- Jerry also reported that they as a committee had not determined a proper metric to assess success or failure. Some metrics discussed were:
  - Are people moving cars around or is there a turnover of different cars?
  - Are spots opening often so there is ample parking? (Lynda said that she already knew this from the MAPC study)
  - Is the two-hour limit being enforced?

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- EDC acknowledged a need to understand how parking management is going to change when the meter officer retires and this should be part of shaping future elements of the pilot.
- What should we do next? The bags are scheduled to come off very soon and should we communicate this to the downtown merchants? If so how?
- This brought up the subject of planning a project and a need for goals, metrics, communications, project leader, etc. of every project. It was noted there was no designated leader of the parking pilot and that the police chief kind of took that role. However, he had only volunteered to help the committee and the committee should designate the leader.
- Jerry volunteered to chair the parking subcommittee.
- It was the consensus of the committee that we should leave the bags on until the fall (hopefully around the same time as the new parking signs are erected).
- **ACTION:** Jerry will call a meeting of the parking subcommittee and determine the goals, metrics, communications of the project to downtown merchants, with a proposal of what and when phase II will be.
- **ACTION:** The police chief, or in his absence, Lt Noble, is to be advised immediately to leave the bags in place until a phase II is defined. Jerry to coordinate notice with Andrew.

## Update Cultural Council

- The council is doing their report to the state Cultural Council on the \$5000 Spruce-Up grant. EDC has provided a letter to the local Cultural Council documenting the spending of over \$5000 during FY18 on storefront improvements through BEEP grants

## Web site update.

- William spoke about the coordination with the Cultural Council with the Web Subcommittee. William presented a high-level planning chart on how the web will be set up and its ability to generate revenue thru advertising. This should help both the web usefulness and support related activities such as the map. (this addresses the action item from the last meeting).
- **ACTION:** William Doyle to send his web scope plan to Jack electronically so that it can be distributed to members and other interested parties such as the BOS liaison.
- William is having discussions with the Cultural Council re branding of the town, web and council.
- **ACTION:** Bill Nemser to research grant opportunities for marketing for the purpose of Branding. There may be things available thru MAPC

## Candidates for Committee

- We have an open slot for the committee. Jack would like the committee to consider what skills we would like to have on the committee and use them in our selection of the new member. Andrew suggested marketing and finance skills. Committee members should communicate their thoughts directly to Jack (verbally, email, etc.).

## Planner Update

- Bill has sent around the info for completing the Master Plan Survey. He encourages each committee member to go into the web site and offer their thoughts.

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## Member Comment:

- Andrew spoke about signage around town. The town is about to sign a contract to do a signage management program that will locate every sign in town and report its condition. This will allow us to keep track of when to upgrade, eliminate or replace signs.
- **ACTION:** If members see any signs whose status is questionable please take a photo and send to DPW with its location.

## Review Previous Action Items:

- Web Committee sustainability – Closed
- Map reprint funding. Andrew gave committee go-ahead to reprint – Closed
- Kiosks project, report from Aaron that bids due Aug 8<sup>th</sup> – Closed
- Web timeline from Web committee – In process
- Sample Communications task list from Dick – **Open**
- Modified MAPC to Selectmen scheduled – Closed
- Update to Selectmen's presentation by Jack– In process
- List of developers and landlords - **Open**

**MOTION** to adjourn at 9:37

**VOTED**