

## **Minutes of 9/27/18 Maynard Economic Development Committee (EDC) Meeting**

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

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**Meeting called to order at 8:05 am.**

**Members present:** Jack MacKeen, Ron Calabria, Lynda Thayer, Dick Downey, Andrew Scribner-MacLean, Will Doyle, Sarah Cressy.

**Guest:** Armand Diarbekirian (BOS Liaison)

**Members absent:** Bill Nemser, Jerry Culbert, Karen Freker

### **Minutes**

Motion to approve minutes of 9/13/18 made and seconded. Unanimously approved.

### **Discover Maynard**

EDC briefly discussed content. According to Will, content will primarily include history, information on the Cultural District, and information on how to get to “here,” including information on parking and the MBTA shuttle. Will reported a 12/15/18 launch date.

At present, it’s not clear how the website will be hosted and funded. The Town is considering a move to Office 365. If/When this happens, the “Discover” site will be hosted with the Town’s website. It is likely that this move to Office 365 may occur after the “Discover” launch date. Will noted he can host the site until the Town’s decisions are finalized.

### **Kiosks**

Lynda and Dick met with Aaron (DPW) to discuss kiosks. According to both, this pre-meeting was very educational, and according to Dick, he learned that he needs to involve DPW earlier in the process to insure that BID protocol is not triggered.

One kiosk has been ordered, and will be erected at the junction of Brown, Concord, and Acton Streets.

Lynda selected companion benches and trash receptacles. Two sets have been ordered. More product will be ordered as additional kiosks are rolled out.

The EDC briefly discussed who is responsible for keeping the kiosks updated. The subcommittee will discuss, and bring suggestions back to the Committee.

Jack asked if there were sponsorship opportunities for additional kiosks. Andrew commented that there is no formal “ask” process.

### **Wayfinding (Parking) Signs**

A bid received was within funding limits, but the subcommittee (Lynda, Dick, and Jerry) wasn’t clear on how closely the response met the original specifications. They will check with DPW.

### **Parking Management Plan (WIP)**

Excerpts from a draft plan were distributed. Jack emphasized that the goal is to support economic development, the objective is to define a philosophy that reflects stakeholders' needs, and there needs to be an authority to guide decision-making. The plan will address public space only.

During discussion, Dick suggested that the subcommittee list all considerations before developing a philosophy. Ron suggested that we define what kind of need we are trying to fulfill. He suggests "flexible" policy, because we can't anticipate future needs. Ron also commented that the reason there are so many parking problems is because no one's in charge.

The answer to this, according to Andrew and Will is to create a Parking Authority, although who is responsible for managing such an authority needs to be defined.

Lynda suggested that we go ahead and implement phase 1 before an authority is created.

### **BEEP**

Jack distributed an EDC BEEP Application Log noting total figures for the program as on August 31, 2018. \$171,289 has been requested. \$104,974 has been committed. \$45,568 has been expended. El Huipil owes the program \$3K.

### **Joint EDC/MCC/MBA Meeting**

Planning for this meeting is ongoing. Discussion with MBA leadership expected before next EDC meeting.

### **Other**

Dick asked for an update on the Zagster Program. Andrew suggests that Bill is best suited to provide an update.

Will wants to know who owns the business data base that will be included on the website. He suggests that the EDC define a privacy policy.

Jack asked for input on the Maynard as a Canvas Project. Most of the feedback was really positive. Andrew felt that there were less costly options that should be explored for future elements of the program.

**Meeting adjourned** at 9:30 am.

*Draft minutes submitted by Sarah Cressy on 10.8.18*