

Minutes of 12.13.18 Maynard Economic Development Committee (EDC) Meeting

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

Meeting called to order at 8:05 am.

Members present: Jack MacKeen, Bill Nemser, Lynda Thayer, Sarah Cressy, Karen Freker, Will Doyle, Dick Downey, Ron Calabria, and Jerry Culbert.

Guests present: Greg Johnson (TA) and Armand Diarbekirian (BOS Liaison)

Minutes: Motion to approve 11.8.18 minutes made, seconded, and unanimously approved.

Discover Maynard. Will reported that the *Discover Maynard* website, modeled after *Go Stowe*, is almost done, and that the subcommittee will get a demo on 12/15. Program-wise, Will is pleased with the project, but its “look and feel” needs improvement. Will believes that the site will launch post-holidays. Will is working with the Town Administrator on three items: 1) Privacy Policy; 2) terms for a private database; 3) setting up a Microsoft account for the Town. According to Will, the next challenge is to engage business to utilize and update, and organize a media push. Discussion included the need for a communication plan after the soft launch.

Available BEEP Funds. The current BEEP Fund available balances are approximately \$24,000 in public funds and \$15,000 in gift funds. Jack noted EDC needs to be aware of these limits as we promote BEEP grant availability and that the public monies include the amount transferred in to pay for the part time admin person. Bill asked the MEDC if and how they would like to advertise BEEP opportunities. Sarah prefers that funds be used from projects that benefit many, like the hanging flower pots. In general, Lynda agreed, but does see value in façade programs and sited Kind Goods as an example.

Parking Management Plan. Jack has forwarded the draft document to the Town Administrator, the Police Chief, and the DPW Director, and is waiting for feedback. Dick asked Jack to forward the document to the Committee. Once feedback is incorporated, the MEDC will approve the final document.

Banner Poles. Bill has had difficulty obtaining permission from utilities to utilize their poles, and DPW doesn't want to hang banners from buildings. So, Bill feels that he's at an impasse with this \$21,000/Three Banner Project. Sarah will forward contact info for Eversource's Director of Community Relations. She also mentioned that both Eversource and Middlesex Savings Bank have charitable foundations that might underwrite the program. Dick wondered if the MEDC could use a “go fund me” platform. Greg saw no conflict with the utilization of such a tool.

Minimum Maintenance Bylaw. Dick's working on a blight bylaw, modeled after Lowell and Arlington's bylaws. The root of this activity is derelict buildings and vacant storefronts. Ron mentioned that Maynard already has a bylaw on the books, but Lynda answered that it's too weak. Will is concerned about legal implications and asked who will enforce it? Ron thinks that enforcement is dubious since no one's presently addressing blatant blight. According to Dick, the subcommittee's attempting to create a bylaw with “teeth.” Once created, enforcement resources will be addressed. Again, the need for marketing and communications were raised if the by-laws go forward.

Adopt-a-Space Program. Bill reported that while the DPW loves the concept of the program, due to limited resources, it's concerned about managing another program. Dick asked if the MEDC could manage the program. Will questioned whether or not this was the MEDC's role. Ron argued that if there are public spaces that are not maintained, that it is under the DPW's jurisdiction to manage. Lynda mentioned that at the last MEDC meeting, the group directed Kate Cremens-Basbas to speak with the MBA about sponsorship. General sense was that the MEDC supports this program, but that it needs to be managed by the Town. Motion by Dick to support this program, seconded by Jerry, unanimously approved.

Acknowledgement Letters. Bill presented two draft letters to be sent on behalf of EDC. One recognizes and thanks new businesses for choosing Maynard. The second recognizes and thanks businesses for making improvements. Karen suggested adding contact information to the letter to facilitate communication with town hall. Motion was made by Dick to approve the amended letters, the motion was seconded, unanimously approved.

2019 MEDC Term Renewals. The MEDC has eleven members, appointed to annual calendar year terms, therefore expiring December 31, 2018. TA Greg Johnson feels that it's a comfortable size and would continue the committee at the same size. **Action:** If members can continue to participate on a regular basis and are interested in continuing to serve on the MEDC, contact Jack by 12/21/18. He will coordinate with Becky re re-appointment letters.

Planner Update.

- 1) The Planning Board approved a special permit modification for Maynard Crossing, the final hurdle to obtain a supermarket tenant for the development.
- 2) 115 Main continues to work on their site plan and special permits for this mixed use project. Drainage issues have promulgated delays. Next Planning Board public hearing on this project is on 1/22/19.
- 3) Multifamily project at 42 Summer St. seeks site plan/special permit. Due to abutter input, project has been scaled back and aesthetics have been modified. Next Planning Board public hearing on this project is on 1/22/19.
- 4) Staff and volunteers are currently working on a welcome to/how to do business guide for Maynard.

Other

Jack shared that he is pleased that the BOS made economic development a priority at their goal setting meeting. He is very pleased with the MEDC, especially the fine work done by the subcommittees.

Sarah received a call from a bbq sauce manufacturer who wishes to build a 100,000 to 150,000 sf plant in the area. Bill requested the contact info.

Armand thanked Lynda, and fellow MBA members, for hosting such a fine Sip & Stroll.

Lynda, once again, hammered the importance of improved communication to the business community regarding street closures.

Meeting adjourned at 9:42 am.