

Minutes of 1.24.19 Maynard Economic Development Committee (MEDC) 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, Dick Downey, Ron Calabria, Karen Freker, and Will Doyle.

Guests: Bill Ryan (Resident), Rosalind Greenstein (Resident), Greg Johnson (Town Administrator) and Andy Moerlein (Maynard Cultural Council Liaison).

Minutes of 1.10.19 moved, seconded, and unanimously approved.

Approval of 2018 Annual MEDC Annual Report. Nemser suggested that we include the value of position papers, and cited the paper on inclusionary downtown zoning as a prime example. It was also suggested that we include that Parking Signage Bid has been awarded to a contractor. Motion to accept these edits and amend the report was made, seconded, and unanimously approved. MacKeen will make changes and submit.

Downtown Parking Permit Program. Nemser distributed a draft of a “Request to Create (a) Proposed Downtown Parking Program.” This permit parking program would serve as a Parking Authority “toolbox,” and provide much needed direction to the Planning Committee. The draft memo recognizes:

- Redevelopment, rather than new development, is far more likely to occur in Maynard’s high-density downtown. Redevelopment is desirable and will help create economic stability and sustainability.
- Maynard needs to exercise creative parking solutions, especially for overnight parking, in order to promulgate redevelopment, especially for some of the smaller parcels.

Nemser proposes that the BOS adopt a two-year pilot program to allow overnight parking permits in the Summer St. Lot across from the Fine Arts Theatre. This would be in addition to the River St. Program. Spaces in the Summer St. Lot would be open during the day, but residential tenants would have access to park overnight. Landlords, not tenants, would be responsible for both the contract and the fee.

At present, property owners are leasing spaces from other private property owners, but Nemser doesn’t think that this is a good way to “get things done,” predominantly because private lots can be bought and sold at any time. Thayer voiced support for the pilot program, but warned that pilot programs become the “norm,” and are not always properly reviewed. Nemser was tasked to quantify the options and return.

Discover Maynard Website. Doyle presented the website to date. Its prime focus is as a promotional engine—Shop. Eat. Events. Calendar listings will be for free, and revenue to maintain the site will come from the sale of banner ads. The challenge to keep the site maintained and dynamic is to engage the business community to both update their data and invest in advertising. The subcommittee used “Go

Stowe” as their model. The “Go Stowe” site is owned by the Stowe Area Association. Will was asked to determine the ownership structure for their web site.

Doyle plans to launch the site in March, and requests that fellow committee members test links, read, and provide feedback on copy, etc. Freker suggested that the Discover Maynard website link back to the Town Page. It was noted that a launch plan would be required to ensure maximum visibility.

Call to adjourn the meeting at 9:44 am. Moved, seconded, and unanimously approved.

Draft minutes submitted by Sarah Cressy on 2/10/19.