

Minutes of 3/28/19 Maynard Economic Development Committee (MEDC) Meeting

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

Meeting called to order at 8:03 am.

Members present: Jack MacKeen, Ron Calabria, Bill Nemser, Sarah Cressy, Rosalind Greenstein, Lynda Thayer, Jami Eycleshymer, Karen Freker, Dick Downey, Will Doyle, and Sarah Cressy.

Guests present: Greg Johnson (TA), Armand Diarbekirian (BOS Liaison), and Andy Moerlein (MCC).

Minutes: March 14, 2019 MEDC meeting minutes corrected to represent Cressy's absence. Motion made and seconded. Amended minutes unanimously approved.

Discover Maynard: Update and Launch Plan

Content Review: Doyle asked for assistance with content review. Modifications are currently being made to advertising, banner ads, and event listings. Goal is to make the page more visually appealing.

Inclusion: Doyle voiced that the page should support all Maynard businesses. Downey suggested that perhaps the page only list all legally registered businesses.

Funding: Doyle reported that he met with Greg Johnson to discuss page funding. Doyle suggests that they migrate "Discover Maynard" to a nonprofit entity, which will also insure data privacy. According to Doyle, the next action item will be to set up this new entity. A significant decision, Calabria recommends that the MEDC discuss the pros and cons of creating another nonprofit at the next meeting. MacKeen stated that private nonprofit model was clearly there, stating Stow (VT) and Pepperell pages as examples.

Process: Greenstein suggested that the subcommittee designate a project manager.

Launch: Doyle is committed to having soft launch at the end of April.

Zagster Kick Off

Nemser has scheduled a 5/17/19 Zagster Kick-Off Party at Mill & Main from 12 to 2 pm. This will be a joint event between the MEDC, the Cultural Council, and the MBA. Nemser is still seeking sponsorship for a second rack of bikes to be sited behind The Outdoor Store or at Battle Road. Given the cost, Thayer asked if a second rack is really necessary. The plan is to review cumulative utilization data for current rack of bikes in August.

Business Guide

Kaitlin Young distributed the latest version of the Business Guide. In future editions, Kaitlin will re-format the economic development snapshot to spread over two pages and be placed near the front of the guide. The Guide will be available online and in print form. Version will be identified by dates. The guide will be reviewed by the Maynard Business Alliance before a final version is released.

Maynard Economic Development Action Plan

Two documents were distributed; “An Economic Action Plan,” and “Economic Development Elements of the Master Plan with comments from EDC,” in preparation for the April 11th discussion with MAPC. According to MacKeen our final product should reflect “actions we take to fulfill economic initiatives.”

Member Comments

- Former Stratus property is up for Auction in April (\$1.9 = Starting Bid). Doyle mentioned that the property’s assessed value is \$13M. An indoor/outdoor sports facility has shown some interest.
- Summer St LLC, current owner of-“The People’s Theatre” on Nason Street, is drafting a proposal to bring a bakery into the former site of Kaplansky Insurance.
- The Maynard Cultural Council has renamed the Assabet Village Cultural District. It is now to be the Maynard Cultural District.
- An ice cream parlor is opening next to the Fine Arts Theatre.

Meeting adjourned at 9:33 am.

Draft Minutes submitted on 4/8/19 by Sarah Cressy