Minutes of 11 April 2019 Maynard Economic Development Committee Meeting

Gianotis Room #201, Maynard Town Building, 8:00 am.

Meeting called to order at 8:07 am.

Members present: Will Doyle, Rosalind Greenstein, Lynda Thayer, Bill Nemser, Jack MacKeen, Dick Downey

Members absent: Sarah Cressy, Jami Eycleshymer, Ron Calabria. Karen Freker

Guests: Megan Zammuto (Assistant Town Administrator), Betsy Cowan (MAPC)

Introduction of the new Assistant Town Administrator, Megan Zammuto

Minutes: MOTION: to approve the 26 March 2019 minutes.

MOTION: to amend paragraph 9 as follows;

From: **".** . . the subcommittee separate roles, separate functions, and define tasks. In other words, figure out what resources are needed to "make this happen."

To: ". . . the subcommittee designate a project manager".

And Paragraph 10

From: **".** . . Doyle is committed to a launch at the end of April"

To: ". . . Doyle is committed to having the software ready for the end of April."

VOTED: Amendments approved - 6-0

VOTED: Minutes approved as amended - 6-0

DiscoverMaynard.com

- Will Doyle gave and update on progress of the website and presented a Launch Milestone Gantt chart.
  - Chart to be scanned and attached to minutes
- **ACTION**: Lynda shall work on the calendar and coordinate with Ryan Monahan's Senior Project.
- The data collection for each listed business shall be along the lines of that use by Pizza Express.
- We will need some help with advertising for the web site so the site is done at a professional level.
- **ACTION:** Will Doyle to follow up with some professionals re advertising including Morgan Kropa
- When to set up the non-profit status
- **ACTION**: Sarah and Jack will research what form of non-profit works best for purposes of owning the DiscoverMaynard website.
- Where will the funding be coming from to support the site.
  - Will Doyle committed to supporting it for the next 6 months.
  - Will Doyle shall also look into how to support ongoing maintenance (both volunteer & professional)

Presentation by Betsy Cowan from MAPC

Discussion of an Economic Development Action Plan specifically for Maynard

Copy of presentation shall be emailed to Megan for inclusion into the minutes as an attachment.

Betsy shall supply any checklists, flow charts and templates that could be used to jump start the process for us. She will Email info to Megan.

Zagster

Due to a conflict the May 17 kick off has been rescheduled from 12:00 noon to 2:00pm (1400 hrs)

Bill has actively encouraged all to attend to support and promote this new service.

New Items: None

Member Comments: None

MOTION to adjourn at 9:37
VOTED

Discover Maynard Launch Planning

Draft 4/8/2019

		13-Apr	20-Apr	27-Apr	4-May	11-May	18-May	25-May	1-Jun
Software Development	Owner								
Feature Development	William								
Content Text Finalized	Bill, Brad								
Content Updated on Site	William								
Data Preparation									
Add/Updtate Calendar of Events	Lynda + Others								
Review/Categorize Data	EDC Members +								
Outreach									
Meet with Cultural Council	DM Committee								
Meet with MBA	DM Committee								
Develop Sample Detail Page	William								
Business Owner Meetings (intro to DM)	TBD								
Advertising Preparation									
Press Release Preparation	TBD								
Graphic Ad design	TBD								
Launch									
Soft-Launch (cut over from existing site)	William								
Get Businesses on-line	TBD								...
Solicit clubs/organizations to join	TBD								...
Advertising									
Social Media	TBD								
Print	TBD								

- FUNDING
- NON-PROFIT STRUCTURE
- SUSTAINING IT