

5.9.19 Minutes of Maynard Economic Development Committee (MEDC) Meeting

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

Meeting called to order at 8:01 am.

Members present: Sarah Cressy, Bill Nemser, Roz Greenstein, Lynda Thayer, Jack MacKeen, Ron Calabria, Megan Zammuto, Karen Freker, Jami Eycleshymer, and Dick Downey. Members absent: William Doyle

Guests: Jeff Swanberg (Maynard Cultural Council)

Minutes of 4.25.19 unanimously approved.

Discover Maynard. Dave Krijger (former MEDC Chair) has volunteered to meet with the Discover Maynard subcommittee to clarify the mission statement in order to accurately set expectations during the rollout period.

Going forward, Cressy noted that the MEDC is primarily a volunteer group and that care should be taken to ensure that all projects are documented in a way that allows them to be sustained by future volunteer committee members.

A question raised at a previous meeting was ownership of the Discover Maynard domain name. Dave Griffin purchased the site, but was reimbursed by the Town and therefore believes that the Town owns the site. Will needs password access to link the domain name to the new host and to test across all devices.

MacKeen reported that the approximately \$2400 not utilized for the map/database project and re-allocated with the approval of the Selectmen has now officially been placed into a Discover Maynard account. These funds will be used to host the site.

Economic Development Action Plan. Subcommittee met twice. Subcommittee includes Downey, Nemser, Zammuto, Calabria and Greenstein. The group seeks technical and financial assistance from MAPC to create a formal action plan. Nemser stated that historically, Maynard has had good luck securing funding from MAPC. The intent of the proposal is to pull all economic development action items together, and both educate and receive bi-annual feedback from Maynard business owners. The proposal includes riverfront reclamation. Downey and Greenstein commended Nemser and Zammuto for their proposal craftsmanship. According to Zammuto, additional feedback on the proposal is due on 5/10, and the proposal will be submitted around 5/15.

Zagfest is scheduled for 5/17 from 2 to 3:30 pm. Nemser reported that the guest speakers are set. Downey mentioned that the kiosk might be up by that date. Lynda asked if groups, such as the MBA, could have informational tables. Rep. Hogan's presenting a citation to Mill & Main for their Zagster support.

Proposed Minimum Maintenance and Vacancy By-Laws. MacKeen has edited slides to be presented at TM. The MBA has not yet provided an endorsement. Concern was voiced that site pictures within town might trigger negative reactions. Downey responded that pictures were necessary to make a compelling argument. It was suggested that pictures from Arlington showing before and after results could be added as a way of conveying the message. Nemser was to seek pictures.

Mill & Main Update. Zammuto recently met with Paul Sullivan and Siouxzan Feller from Lincoln Properties. At present, they are approximately 40% occupied. Zammuto reported that Mill and Main is willing to email their tenants about community events. There was some discussion on how we could "help" with the vacancy rate. From their experience with "customers," Cressy and Eycleshymer have clients that have left the mill and relocated to less

expensive properties. Smaller businesses (under 20 employees) tend to be price sensitive. Cressy wondered if ownership (Artemis/Saracen) must have a model that they're striving for.

Thayer asked what could be done to better market the downtown businesses to Mill & Main. From approximately 2006 to 2011, Cressy stated that the Chamber, Middlesex Savings Bank, and Clock Tower used to orchestrate a mini business show in the hallway outside of the cafeteria. Businesses would give out info, restaurants would provide samples, etc. However, the Mill was at almost full occupancy (3000) and the cafeteria was very busy at lunchtime. At present, Mill & Main contracts with an agency to host pop-up food service at lunchtime. The secret is to find an employee event to piggy back on.

111 Powdermill Auction. High bidder was The Royal School of China at approximately \$3.4M. It appears that this is the same organization that had previous interest in the property. Deal must be closed by 5/31/19.

Other

Discussion circled back to a Central Maynard Calendar. At one point, this was managed by TA and their staff. Can this be jump started again?

Zammuto reminded the group that the Town is seeking volunteers for its parking authority—a business owner, a member of the MEDC, and two residents. Interested parties should contact her by 5/24.

It was mentioned that the MEDC should keep track of what is occurring at 129 Parker St.

Downey and Swanberg will meet to brainstorm about locations beyond ArtSpace's lawn to place public sculpture.

Meeting adjourned at 9:37 am.

Minutes submitted on 5/21/19 by Sarah Cressy.