

5.23.19 Minutes of Maynard Economic Development Committee (MEDC) Meeting

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

Meeting called to order at 8:04 am.

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

Others present: Jim Fulton

Minutes of 5.9.19. Due to possible misinterpretation, a comment by Lynda was deleted from the minutes. Amended minutes were unanimously approved.

Discover Maynard. Will apologized for not hitting the launch deadline, but is excited by recent activity and taking some time in the near future to re-design. Content is still needed. Will asked Bill to provide him a “Maynard by the Numbers” and a paragraph on Zagster. Will also needs a “go to” person for the education page. While Dave Griffin has supplied excellent photographs, they are primarily of events. Will would like a broader supply. Jack asked Will to create a laundry list of requests/resources needed to finish the project.

The group briefly discussed how to cross-train others, so that the site is not dependent on a single (or few) people. Will explained that while standard technology was used to build the site, the technology was customized to meet the subcommittee’s requirements. While the site will be easy enough to maintain, programming will be required if we need to change something, like re-format a template, etc. Once the site is launched, an operating manual will be created. Short term, Will has volunteered to maintain the site, but doesn’t want to maintain the site forever.

Economic Development Action Plan. Megan reported that the Proposal to MAPC for technical assistance was submitted on 5/22/19. Downey suggested that we might want to utilize “smart” goals to keep us on track (is the goal specific, measurable, attainable, relevant, and timely?). MacKeen clarified that he expects the subcommittee to drive completion of the plan, with or without MAPC assistance. It would be helpful if the subcommittee generated a goal statement for review by EDC, so the roles and expectations are clear.

Nemser commented that MAPC supported projects tend to be more “global” or philosophical, and activities will depend on funding, scope of service, and synergy. Megan voiced that the economic development plan will help pave a path forward to optimize resources.

Zagfest. Due to rain, the event moved into the Mill and Main Lobby as planned. Nemser thought that the event was very successful. Two goals were accomplished: 1) Mill and Main was recognized for investing in Zagster; and 2) speakers highlighted economic opportunities. For future events, Roz suggested better signage, especially since they moved the event inside. Dick suggested that speakers be placed against a wall, not in a corner, to decrease reverb.

Minimum Maintenance and Vacancy By-Laws. Due to valuable feedback from Bill Cranshaw, MBA and others, bylaws were withdrawn from Town Meeting. Downey said that the process of creating these bylaws needs improvement, and in the end, it will be a better set of bylaws. Local property owner Jim Fulton attended the meeting and provided feedback as to how he saw the bylaws impacting his costs. The subcommittee will reconvene and discuss the proper path forward. Lynda suggested that John Kramer and Nancy Quinn (commercial property owners) be included in the discussion.

Mill & Main Outreach. Megan has scheduled Mill & Main and Lincoln Properties to attend the 6/13/19 MEDC meeting. She'll also reach out to Capital Group (129 Parker) to see if they would provide the MEDC with an update.

Other.

Industrial Development Authority has been dormant for a long time. What is this Authority's mission? Megan and Roz wonder if it's defined by MA general laws.

Meeting adjourned at 9:37 am.

Minutes submitted by Sarah Cressy on 5.31.19.