

7.11.19 Minutes of Maynard Economic Development Committee (MEDC) Meeting

Maynard Town Building, 8 am.

Meeting called to order at 8:04 am.

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

Others present: Jim Fulton

Minutes. Changes requested to correct acronyms for the Royal Beijing School and to reflect that the kiosk program is moving forward. Minutes of 6.27.19, as amended, were unanimously approved.

Discover Maynard. Group discussed funding and function. MacKeen noted that the MEDC has \$2K allocated, and most of the \$6K allocated for admin. Group also discussed mission/statement of function. According to Will, this was included in the original presentation. **Action:** Will to resend presentation.

Minimum Maintenance by-law. Subcommittee continued detail review of proposed changes with Maynard's Building Commissioner and Jim Fulton. The committee feels that the Minimum Maintenance by-law is in good shape, but now understands that the Vacancy by-law issues are much more complex and decided to defer action on that by-law at this time.

Motion. Bring the revised Minimum Maintenance by-law to the October 2018 Town Meeting and defer action on a Vacancy by-law to an unspecified future Town meeting. **Approved** unanimously.

Zammuto mentioned that she met with downtown property owner Keith Frizzell (dba Federal Investment Properties) to discuss potential bylaw changes and his plans for local properties. She found him receptive. He owns property with tenants from Spencer Brooks Strings to VV Hair. No specific tenant/lease situations were discussed.

Economic Development Plan. Roz reported that the starting point of this process was to go back to the charter, which was executed by the Town Administrator. According to this document, the MEDC is advisory, in nature. Over the next few meetings, the subcommittee will define boundaries of work and deliverables, and create a dynamic blue print.

Decision on the Town's application for a technical assistance grant from MAPC to assist with the plan has been deferred to January 2020, because Maynard is currently using a MAPC grant to help plan the Powdermill Corridor.

Wayfinding/Kiosks. Because wayfinding signage was \$10K, the Town had to go out to bid. Project is stalled due to issues with contractors.

DPW Sign Inventory did not include parking signage. Downey suggests that we convert the sign inventory data to a database.

Downey also reported that the 1st kiosk is up at Mill & Main. The second kiosk, near Willy's Auto, is scheduled. Three more will be installed in the near future. The MEDC will maintain. The key to open them (to use the corkboard) is at the Office of Management Services.

MEDC Initiatives. Chief contacts were reviewed for current identified projects as well as several others that Nemser believes need the same level of focus. MacKeen noted identifying these contacts are more important with changes in town staff in progress. See enclosure for list. Nemser will maintain the list going forward.

Other.

Banners. Group briefly discussed both gateway banners (across street) and pole banners. A community group may embark on a hometown hero banner project (like Bolton). Nemser and Downey will meet to discuss how to push the banner program forward.

Basin Grant. Town applied for a grant through Mass Development. We should find out about funding at the end of July.

BEEP. Nemser is perplexed with the lack of private interest. Will suggested targeting specific opportunities rather than trying to give away funds. Cressy suggests that funds are earmarked for public projects that improve the downtown, not a particular business, such as benches.

Bike Racks. The majority of meter bike racks have been installed. Some issues with siting free standing racks due to lack of height. Lack of visibility, due to snow, caused issues with snow plows.

Electronic Message Board. Some suggested that we might want to explore. Cressy suggested that if they want to consider becoming a historic district, and electronic message board may provide mixed messages.

Flower Baskets. The committee commended Thayer on the beauty of her flower basket program.

Recruitment Brochure. Group loosely discussed the creation of a Maynard recruitment brochure. Cressy reminded the group that Scribner-MacLean and Duggan started this project.

Benches. Thayer mentioned that some of the downtown benches are in horrible shape. There was some discussion about Maynard 150th funding commemorative benches.

MBA Update. According to Thayer, the MBA is working on a shop local campaign. The Holiday Stroll is scheduled for 12/14.

Zagster. According to Nemser, Maynard's program has top ridership.

Beijing Royal School's (BRS) reconstruction is in its infancy stage. According to Nemser, zoning bylaws need to be amended to allow a nonprofit school in and industrial zone.

Meeting adjourned at 9:40 am.

Minutes submitted by Sarah Cressy on 7.22.19.

