

Minutes of 8/8/19 Maynard Economic Development Committee, 8 am.

Gianotis Room, Maynard Town Building, 195 Main St., Maynard

Meeting called to order at 8:03 am.

Members present: Jack MacKeen, Dick Downey, Megan Zammuto, Sarah Cressy, Roz Greenstein, Karen Freker, and Lynda Thayer. **Members absent:** Will Doyle, Bill Nemser, and Jamie Eycleshymer.

Guests: Kaitlin Young (Asst. Town Planner) and Jim Fulton

Minutes of 7.25.19 unanimously approved.

Review of Action Items from 7/25 Meeting.

-Bike Racks. In process of securing final locations for bike racks. Thayer wants to include Robin and Randy since they suggested the original locations.

Action: Include Robin and Randy in securing final bike rack locations.

-Municipal Services. All requests for municipal services are to be funneled through Zammuto's office. She will discuss all requests at staff meetings.

-Gruber Building. Zammuto approached MacDonald about replacing the broken front window at the Gruber Building. Agreement was made to use the plywood covering the broken glass as a base for an artistic rendering of the building proposed for the site.

-Maynard Photos. Zammuto is surprised at the lack of non-event Maynard pictures. She will contact the Beacon Enterprise to discuss securing additional inventory.

Action: Zammuto will contact Beacon Villager to access additional photographic inventory of Maynard.

-MEDC Funding. Historically, MEDC sponsored activities have been funded through parking meter revenue. According to Zammuto, this revenue stream has decreased.

Action: TA/ATA decision required on current funding request and appropriation thereof to support MEDC programs/Community Enhancement funds.

-Minutes. Members discussed that we might want to change the way that minutes are done. Based off a template used by Greenstein, this template would track decisions and actions. A project update sheet would be coupled with the "bare bones" agenda. Action items would be sent immediately after the meeting. Due to work constraints, Cressy can't guarantee that action items are sent to the committee right after the meeting. For the short term, Greenstein volunteered to do this task.

Action: Greenstein will send action items immediately after every meeting.

Discussion ensued as to whether or not minutes should be narrative v. action driven. According to Cressy, her understanding is that the MEDC is an advisory committee to the Town Administrator, and therefore minutes should provide the TA with how the MEDC employs its decision-making process. Cressy stated that this is also helpful when compiling the annual report. If there's a volunteer out there that would like to tackle the task of "reformed" minutes, Cressy is glad to hand the task over!

Action: Cressy will include action items in the minutes. MEDC needs to decide on preferable format for minutes.

Current Activities and Projects

-Discover Maynard. No Update.

-Minimum Maintenance by-law. After feedback from Connie Keenan, Downey reported that the bylaw has been edited, and will be sent off to review by the MBA, the FinCom, and additional property owners. Deadline for comments is 8.18.19. Committee will review comments on 8.20.19. According to Young, the by-law will also be sent to Town Council for review.

Action: Subcommittee will review comments on 8.20.19.

EDC Property Maintenance Letter was distributed. This letter was not part of the proposed enforcement process. Zammuto asked about intent. Do we want the letter to be an additional step, and who should it come from. It was generally agreed that the letter should be implemented through the Office of Municipal Services.

According to Downey, this by-law “stands alone,” and will not replace or remove the nuisance bylaw presently on the books.

-Economic Development Plan. Greenstein reported that the Committee is currently calibrating its group expectations, so that they enter the process with collective expectations.

-Banners. Downey wants to approach Eversource to see whether or not they will donate poles for across the street banners. However, he doesn't want to approach Eversource unless the MEDC will fund the balance of the program.

However, Downey said that he'd abandon this program in lieu of an electronic message board, likely located at the Fire Station. While Cressy likes the idea of a message board, she does not see an electronic message board as “fitting” for a historic cultural district.

MacKeen asked the MEDC to philosophically endorse spending up to \$6,000 (the current cost estimate) of the “cross the road” banners, if Downey is able to secure the donation of poles. Members voted in favor, 6-1. Thayer opposed.

Other:

-Thayer asked the Town for better communication with the downtown businesses when there is roadwork and tree removal. Zammuto asked that this be scheduled for discussion as an agenda topic.

-MacKeen reported that due to personal reasons, Ron Calabria has resigned.

Meeting adjourned at 9:44 am.

Minutes submitted on 8.19.19 by Sarah Cressy