

Minutes of 1.23.20 Maynard Economic Development Committee

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

Meeting called to order at 8 am.

Members present: Jack MacKeen, Dick Downey, Megan Zammuto, Rosalind Greenstein, Jerry Beck, Karen Freker, Lynda Thayer, Sarah Cressy and Bill Nemser.

Others present: Andy Moerlein (Maynard Cultural Council/District),

Minutes of 1.9.20 unanimously approved.

Annual Report: Draft of CY2019 Annual Report was distributed. Report was approved subject to edits to be provided to Jack by February 7th.

Web Presence. Priorities for inclusion, as presented by a Subcommittee (Lynda, Dick, and Megan) were: Calendar of Events (major events with photos); a list of businesses and other organizations sorted by type; profiles of those entities and how to engage with them. Megan found Event Calendar Pro, a Word Press Product that could easily be integrated into the Town's website or Discover Maynard's (DM) site. Dick suggested that the information be housed on the DM site, and that the Town's site directly link to the DM site. A motion to add WordPress Event Calendar Pro to the DiscoverMaynard website was voted unanimously. Megan is to follow through with Dave Griffin. Thayer has produced a calendar of Q1 events and Downey has organized in a format which can be uploaded.

ArtSpace. MEDC welcomed Jerry Beck, the new Executive Director of ArtSpace Maynard. Jerry provided the Committee with a Power Point presentation that included:

- Review of ArtSpace's mission and vision statement

- Emphasis on a shared creative and educational experience, a "playground for everyone."

- Transform hallways into an interactive museum experience. Has already purchased 100 lockers to create multi-media locker art.

- Working on "Metality," a sculpture exhibit. During the summer months, would like to see an outside art show and/or a summer cabaret festival. Also working on Water Fest in conjunction with Maynard's 150th Anniversary. Goal is to create Maynard into a destination.

2020 MEDC Goals. Jack reviewed 2019 goals of implementing the Discover Maynard Website and develop an economic development plan. He suggested consideration of two goals for CY2020 in addition to continuing work on the 2019 goals.

First, given branding and website development is occurring within major business drivers such as ArtSpace, Maynard Cultural District and MBA, town-wide branding should be the goal for 2020. Roz noted progress would be easier if a set of parameters were established to structure the discussion. The topic will be continued as a future agenda item.

Second, Jack also asked whether we should work towards strengthening the EDC's role and raising its profile. The role of an economic development corporation was briefly discussed, with Marlboro's Economic Development Corporation as an example. Sarah and Karen reminded the group that Marlboro is four times larger than Maynard. Sarah suggested that due to economy of size, if we embark on this exploration, we think regionally.

The group briefly discussed the importance of implementing the New Master Plan, expected in early 2020.

MBA Update with Lynda. MBA is working on a calendar, setting up an Instagram account, and secured Leia Owen as their new secretary. Lynda invited the group to the Chinese New Year celebration on 1/25, and the Quarterly Connections on 2/28, 7:30 am. @ Open Table.

MCC Update with Andy. The MA Cultural Council is offering a matching grant, up to \$20K, for place-making. Andy anticipates that a mural in the basin will cost approximately \$40K, and this would include the rear wall, and the side wall next to the ramp. There was also brief discussion about whether to apply for both walls (\$40K) or just one wall (\$20). Funds would need to be raised in 60 days. There appeared to be consensus to apply.

Meeting adjourned at 9:40 am.

Proposed Minutes Submitted on 1.28.2020 by Sarah Cressy