

## **Minutes of 9/10/2020 Maynard Economic Development Committee, 8 am., via Zoom**

Meeting called to order at 8:05 am.

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

Others present: Katie Swan (Planning Intern), Zannah Noe (Economic Dev. Project Coordinator), Greg Johnson (TA), Armand Diarbekirian (BOS Liaison), and Jean LaBelle-Pierce (Maynard HS).

**Minutes of 8.27.2020**--Since Thayer had not read the minutes; the vote was deferred to the next meeting.

### **River Access & Economic Value**

Planning Intern Katie Swan, gave a PowerPoint presentation suggesting that Maynard reconnect, revitalize, and redevelop the Assabet River. Benefits are both environmental and economic. Three examples of river revitalization given were Nashua NH, Montague MA, and Eugene OR. The paper divided the riverfront into four sections.

Section A: Refuge to above the Ben Smith Dam. Primarily residential, the opportunity to develop residential stewardship exists.

Section B: Below the Dam to Town Hall. This section provides opportunities to improve stormwater management and to develop a park behind Town Hall.

Section C and Section D. Section C is from Mill & Main to the beginning of Powdermill, while Section D is from Powdermill to the Acton line. These sections are commercial in nature and provide the opportunity to create a Riverwalk that would serve recreational and eco-tourism opportunities.

The following discussion ensued—

Jack: How do we package Katie's presentation with Bill's white paper, and how do we implement?

Dick: Utilize the parking lot and right of way behind houses on Hillside St. Work with OARS to erect a boat launch.

Roz: How do we ensure that this is part of the master plan implementation. Do we need to go through the BOS?

Greg: TA appoints the Master Plan Implementation Committee, so request can go directly through him.

### **Maynard HS Student Projects**

Jean LaBelle-Pierce requested assistance with their Maynard HS senior projects. She seeks volunteers to assist with mock interviews, provide virtual internships, and provide mentorship opportunities. Student Council is currently operating virtually, and they are running virtual social programs such as art and cooking nights. Thayer volunteered to assist Pierce in securing restaurant owners for the cooking nights. Interested parties can contact Pierce via [jlabelle@maynard.k12.ma.us](mailto:jlabelle@maynard.k12.ma.us) or at 978.424.3741.

### **Branding Update**

Roz reported that the current Branding Subcommittee includes herself, Megan, Bill, Jerry, and Zannah. In line with her white paper, Maynard has a story. It is a great place to work, start a business, and start a family. However, because the project is being attacked piecemeal, it probably will not be successful. Roz suggested that the Town hire a consultant to spearhead the process. The following feedback was given.

- Megan: Lexington hired a consultant to do their economic development brochure. Cost was about \$5K. Possibly funded via community enhancement resources, but these are very limited at the moment.

- Sarah: Suggested exploring Middlesex Savings Bank Foundation as a funding source.
- Dick: Consider a SWOT (strength/weakness/opportunity/threats) analysis with key players. Why do people like Maynard. Prioritize assets.
- Karen: Noted 495 Partnership's marketing materials for Maynard for possible reference. Roz said that material was included in the draft work done by the subcommittee.
- Jerry: Loves the Made in Maynard slogan.
- Dick: Prefers Create in Maynard. The slogan should be forward thinking.
- Jerry: We do not need outside consultants for this branding process. It would be a waste of money. It is better to do it from the inside.
- Sarah: Agreed that we have the "know how," but who is the "we," and will the "we" get it done? Hiring an outside consultant to "herd" the process might be the only way the project gets completed.
- Dick: Reminded group that there is a difference between a brand and a tagline.

The Branding Committee will review the feedback and identify a process to move forward.

### **Maynard Public Art Program**

Due to the Metal-ity Exhibit, Jerry has not had the time to work on the public art policy and procedures. However, he shared his vision that the program will animate important sites and include gateways because this will change people's perception of Maynard at our borders.

### **Other:**

Dick asked if we have any plans to continue extended use of premises for the restaurants. According to Megan, the Commonwealth's program closes on November 1<sup>st</sup>. Sarah commented that Worcester is working on a program to extend the timeframe for outside eating, and that Europe uses outside space throughout the winter. Cressy suggests the MA Restaurant Association might be resource.

Lynda informed the group that the MBA met with Art's Specialties and Flavio regarding the location of a Cannabis Delivery Business at 25 Nason St. While the proposal has been modified from the one presented to the MEDC, the MBA voted 9 to 1 in favor.

Meeting adjourned at 9:42 am.

*Proposed minutes submitted on 9.11.2020 by Sarah Cressy*