

Minutes of 8/27/2020 Maynard Economic Development Committee, via Zoom @ 8 am.

Meeting called to order at 8:05 am.

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

Others present: Armand Diarbekirian (BOS Liaison), Jose Cotto (Jacotto LLC), Kevin Leary (Partner, Jacotto LLC), Kevin Conroy (Attorney, Jacotto LLC), and Colonel Boothe (Holistic Health Group).

Minutes of 8.13.2020 unanimously approved.

Conversation with Jose Cotto from Jacotto, LLC regarding retail cannabis delivery. Cotto is a seasoned Uber and Lyft driver, with social equity certification, and a pre-certified delivery license application. His partner, Kevin Leary, is experienced in the parking and transportation industry. They are interested in siting a dispatch office on the 2nd floor at 14 Nason St.

Recreational cannabis delivery is still in its infancy, so it is unclear how much Maynard would benefit via the community impact fee, but using California as a model, Leary estimates that gross revenue will be approximately \$3M.

According to Zammuto, the BOS are working on community host agreements with two retailers and one manufacturer.

Conversation with Colonel Boothe (Holistic Health Group) regarding cannabis retail and delivery. Holistic Health Group currently cultivates, produces, and sells cannabis in Middleborough, MA. Because they currently grow and sell to both the recreational and medical markets, they are semi-COVID proof.

According to Boothe, they seek a site in an area that needs revitalization, and plan to open medical retail, to be followed by recreational retail. Booth estimates that such a retail establishment will generate \$6M (gross)/year.

Since Maynard has already approved two retail establishments for downtown, Committee members suggested that Boothe consider locating on Powdermill Rd. Additional site possibilities mentioned were Mill Pond Business Condos on Great Road and 141 Parker Street. Boothe invited members to visit their cultivation facility in Middleborough.

In general, Committee members were impressed with this presentation.

Highway Signage. Due to interest in obtaining signage on state highways for the Maynard Cultural District, Nemser researched this promotional option. Cost is estimated at \$13K/year and is apparently limited to three miles from town borders. Due to limited funds, this is not a current option.

Discover Maynard. Downey met with Dave Griffin. According to Downey, Griffin has found new plug ins to improve site presentation. Meanwhile Thayer has updated the business list. Downey anticipates that the site will be updated over the next three months, and a complete roll out will take two years. Zammuto applauded Downey and Thayer for their assistance.

River Access: Nemser reported that the Planning Department Intern has completed a presentation clarifying why it is important to acknowledge the value of the riverfront and going forward, include access as part of development agreements. A Nemser "white paper" on the subject was distributed to MEDC for feedback and discussion at a subsequent meeting.

Other. Committee had a brief roundtable discussion on their role when meeting with a new business, especially the cannabis industry. Given that it is a new industry, Zammuto finds MEDC feedback useful, and perceives these meetings as “dress rehearsals” for the proposers before the go in front of the BOS.

Meeting adjourned at 9:35 am.

Proposed minutes submitted on 9.7.20 by Sarah Cressy.