

Minutes of 9/24/2020 Maynard Economic Development Committee, via Zoom, 8 am.

Meeting called to order at 8 am.

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

Others present: Jeff Swanberg (BOS Liaison), Jim Vazza and Brendan Carroll (The Capital Group), and Greg Johnson (TA).

Minutes of 9/10/2020 unanimously approved.

Maynard Crossing Update with Jim Vazza, Sr. Leasing Agent

-110 Grill and Dunkin Donuts are open. Evviva Trattoria will be open within the week.

-Market Basket is hiring and projecting an early November opening.

-The Paper Store and Maynard Wine & Spirits are on track for a January 1, 2021 opening.

-Emerson Urgent Care and Middlesex Savings Bank are on track for a Q1 2021 opening.

-Super Cuts and Planet Fitness plan to open sometime in 2021.

-There's additional interest from a dentist, a day spa, and a hair salon, but at present there are not enough tenants to construct Building 2.

-The development's two living complexes (The Vue and Camellia Gardens) have created additional demand on Maynard's shuttle services. The opening of Market Basket will also increase demand. The Capital Group and Zammuto are working on a response of this increased demand.

Nemser: Where are the customers from? According to Brendan Carroll, The Capital Group recently purchased analytics from Placer.ai that measure foot traffic, dwell time, residence, via cell phones. Once Market Basket is open, data will be more useful. When available, Nemser asked The Capital Group to share their data.

Outdoor Dining Continuation

The Commonwealth's deadline for the extension of premises was recently changed from November 1st to 60 days after the State of Emergency ends. Thayer spoke with several downtown restaurants, and they support the continuation of the extension. Thayer raised concern over maintenance and safety once the winter sets in. Downey suggested, and Cressy concurred, that we allow the market to dictate how long restaurants may continue to offer outside seating. In conjunction with the DPW and the Maynard Fire Department (heat lamps), Zammuto will prepare a one-page information sheet to inform businesses that will take advantage of the extension.

The Committee unanimously voted to endorse this effort.

At the last meeting, Freker had suggested that restaurants alter their liquor licenses to include extension of premises at their annual renewal. According to Zammuto, this alteration will cost \$200/transaction.

Role of MEDC Regarding New Businesses (especially pertaining to the Cannabis industry)

A roundtable discussion ensued about the role of the MEDC in relationship to new businesses, especially the Cannabis industry. Thayer feels that some view the MEDC's process of assisting these businesses hone their presentation before the go in front of the BOS, as vetting and/or an endorsement.

Thayer: If the MEDC is not vetting, why is the MEDC used for the "dress rehearsal?"

Zammuto: The role of the MEDC is to provide input and advice to the TA and the BOS. Since the Cannabis market is so new, bringing “Cannabis hopefuls” to the MEDC is helpful.

Cressy: Part of the MEDC’s role is to help staff, however, only a handful of presenters have been prepared. Hence, many of the meetings with “Cannabis” hopefuls have not been a good use of our collective time.

Greenstein: If a business cannot successfully maneuver the municipal system, what does that mean?

Swanberg: Finds the MEDC process useful, because the MEDC can ask questions that the BOS cannot.

Nemser: MEDC should take a position on all economic investment.

Thayer: We need to create a process, not burdensome, but thorough.

Nemser: MEDC feedback has been particularly important on several projects such as mixed use in the downtown and the development of Naylor Court. He always finds feedback helpful. Also, the more people that have accurate knowledge, the better.

Downey: Suggested the Jr. Cellucci Model. As the Hudson Economic Development Commissioner, he was able to bring everyone to the table.

Cressy: An Italian immigrant, Junior’s goal was to ensure that every man could make enough money to support his family. His particular interest was to lure manufacturers to Hudson. As Commissioner, he chaired Hudson’s Economic Development Commission and received a small salary and stipend to cover miscellaneous expenses.

MacKeen: What type of businesses need BOS approval?

Swanberg: Regarding the Cannabis industry, how many entities will the market bear?

Cressy: Approached Temescal Wellness’s President about opening a recreational/medical facility in Maynard. According to Julia Germaine, they need to make \$6M per site, and only consider towns who decide to manage the number of allowable sites so that Temescal remains profitable.

Thayer: Prefers quality over quantity—better capitalized applicants.

Greenstein: The Town can make specific requests and incorporate into the Host Cannabis Agreement.

Downey: Should we create a subcommittee to create a set of questions for all presenters to answer?

Johnson: Town is working on a pre-application process that will address many of these issues--should be done in a couple of weeks.

Meeting adjourned at 9:43 am.

Proposed minutes submitted on 9/24/2020 by Sarah Cressy