

## **Minutes of the 5/17/2023 MEDC Meeting Maynard Town Hall, 3 pm**

Meeting called to order at 3:02

**Attendees:** Steve Smith, Lynda Thayer, Andy Moerlein, Rich Pepin, Mark Pesce, Karen Freker, Chris Arsenault, Bill Nemser and Armand Diarbekirian

**Minutes** from 4/12/23 were approved.

**Endorse and support the Crosswalk Project** – Andy discussed the logistics and the need of artists. This project, as a first, will be a prototype for future crosswalks. The crosswalk is the one in front of The Fine Arts Theater and Memorial Park.

**Maynard Crossing update** – Zina Day Spa opened this month, Smoothie King opening late summer (first one in Massachusetts), Bright Path Day Care and Early Learning and Tractor Supply are in the works. Discussion took place regarding Business Personal Property Tax. Are we capturing everything at Maynard Crossing? Discussion took place on how we can better market Downtown Maynard at Maynard Crossing.

Steve reported that Black Rock Galleries has a purchase and development agreement for the old fire station at 1 Summer Street. It will be a mix use development with a gallery, storage, retail and 6 apartments.

**Downtown Enhancement Committee** – Steve and John reported that more trees will be planted downtown.

**Marketing Maynard** – John reported that the task force is working with the designer on the *Maynard Advantage* brochure. Should be ready by the end of the month.

**EDC Working Group** – Armand reported that the newly formed working group will be concentrating on coming up with a short list of measurable and achievable goals. The group already came up with an Awards and Recognition idea for volunteers and business owners. Ideas such as ribbon cutting for new businesses, Businessperson of the Year and Volunteer of the Month. Karen Freker proposed that Awards and Recognition should be a standing item on the EDC agenda. Karen also volunteered to work on a system and process, outside from this group.

**MBA update** – Lynda reported that the 10<sup>th</sup> Art Walk was very successful with 22 businesses participating... The weather very much cooperated. The “Festivals Grant” from the Mass Cultural Council paid for some of the artists. Fiddler by the Flower Pot, Blueprint Jazz Club played in the park, there was a caricaturist in front of the Sanctuary, sidewalk chalk art by Priscilla Alpaugh Cotter, Flash Mob by the Bagel Table .... just to mention a few of the activities. There is also a new graphic design for the Spring ArtWalk.

**Cultural Council update** - Rich reported that Jazz Festival is set for June 17<sup>th</sup>. The council is looking for 2 new members.

**Andy** reported that the 61-63 Summer Street Reuse Committee will be holding an informational meeting at the Library on June 8<sup>th</sup> the Select Board and Town is looking for 4 options.

Along these lines, Steve mentioned that there's is a Purchase and Development Agreement for 1 Summer Street, from Black Rock Galleries. (The old Fire Station)

**Planning Department** – Chris reported that 4 of the by-laws were passed at the Town Meeting. Both Bill Nemser and Chris are working on removing obstacles for development. Chris mentioned that EDC can support businesses and guide them by using the process set up by the town. A lively discussion took place on the potential for the development of the Powder Mill Corridor. Chris mentioned the important of engaging Stakeholders and educate and inform them on what the town is looking at the vision for the development of Powder Mill

Meeting adjourned at 4:45

Minutes submitted by Rich Pepin and Armand Diarbekirian.