

Minutes of 7/19/23 MEDC Meeting, Select Board Meeting Room, 3 pm.

Meeting called to order at 3:15 pm.

Present: Armand Diarbekirian, Lynda Thayer, Karen Freker, Bill Nemser, Andy Moerlein, Donna Dodson, Jack MacKeen, Rich Pepin, and Sarah Cressy.

Minutes. A motion was made to accept the 6/21/23 minutes as presented. Lynda mentioned that Steve Smith, not John Cramer, gave the MBA update. Karen asked that we correct the spelling of her name under New Business. Minutes were unanimously approved as amended.

Marketing Maynard Update. “The Maynard Advantage” brochure was distributed to those present, and an update was provided by Jack MacKeen.

-The group printed 500 copies, and brochures have been distributed to major developers, commercial realtors, the leasing agent at Mill & Main, school officials, and the Select Board. The list of commercial realtors that do business in Maynard was created by John Cramer. Lynda suggested distributing copies to residential brokers. Bill will distribute to the 495/MetroWest Partnership.

-The Task Force will ensure that the brochure goes online in the near future.

-It was generally agreed that the broader we throw our net, the greater the marketing potential.

EDC Working Group. Armand shared the following info.

-There is a working group that is in the process of defining and prioritizing five action items for the next year. At present, some action items include increased local outreach to welcome new business to Town, hosting an award ceremony on 10/22/23, meeting with landlords, and wayfinding signage.

-John Cramer is tracking data, and the group is hopeful that through this data, they can secure a percentage of the meals tax and/or obtain grant funding to continue their work.

-Lynda asked Sarah what Hudson obtained from Highland Commons. Highland Commons was asked to do a traffic study to determine additional stress on the downtown rotary. As a result, the developer gifted Hudson \$690K, and the Town allocated an additional \$200K via TM. Which according to Karen was leveraged to secure a grant from the Commonwealth to fund the remainder of rotary improvements.

-Lynda reported that the MBA recently held its first in-person event at the Co-op, is considering a speaker series, and finally received funds from the MCC for the Spring Art Walk.

Cultural Council Updates. Rich Pepin reported that the MCC elected a new chair—Jenna Dargie. Additionally, they are hosting a downtown summer music series and the downtown banners are ready to go into production. **Andy** reported that the first crosswalk is likely to be painted within the week.

New Business. With the closure of ArtSpace studio space, Donna Dodson asked how does the Town plan to support the artists that will likely be working out of their homes? Bill will meet with Suchi Mumford, ArtSpace’s new ED, to discuss.

Meeting adjourned at 4:37 pm.

-Proposed minutes submitted by Sarah Cressy on 7.19.23. Approved 08.16.23