



**Medway Economic Development Committee
Minutes
Thursday, September 20, 2018 at 7:00 p.m.
Medway Town Hall
Sanford Hall
155 Village Street, Medway MA**

MEMBERS PRESENT:

Keith Peden, Chair, Deanna Kaiser Doughty, Vice-Chair, Jennifer Kendall, Rich Di Iulio, and Anthony Varrichione.

Zach Knowlton participated remotely.

Hugh McKinnon joined the meeting at 7:25.

ALSO PRESENT:

Barbara J. Saint Andre, Director, Community and Economic Development

Chairman Peden opened the meeting at 7:00 pm.

There were no public comments.

Discussion with Cultural Council Chair

Carla Cataldo, the Chair of the Medway Cultural Council, was introduced by Ms. Kendall. Ms. Cataldo provided some background on the Cultural Council. It consists of five members. Its goals include access, education, and diversity to promote the quality of life in Medway and contribute to its economic vitality. The Council seeks to include everyone, bring people together, foster community and creativity. The Town's cultural scene can be an economic driver. Regional opportunities can also be explored.

The Council receives a grant every year of about \$5000 per year from the state, which it then distributes as grants to local artists and businesses. The Council recently put together a cultural inventory of arts-related businesses and venues. Ms. Cataldo showed photos of what some other towns are doing, such as pop up sheds for artists, and art work on utility boxes and other spaces. Another idea is to use vacant commercial space for artists. The Chair thanked her for the presentation and asked how the Economic Development Committee can work with the Cultural Council. Ms. Cataldo also explained about the Council's Project M, and stated that the resulting work would be placed in a vacant store at Medway Plaza.

Ms. Kendall and Ms. Cataldo also led the discussion of the Cultural Center of Cape Cod and potential Medway Cultural Center. The Cultural Center of Cape Cod offers exhibitions and

space for artists; there are currently many uses in the building including pottery, recording studio, baskets, glassware, language classes, etc. The idea is all the arts for everyone, and it serves as an incubation space for the community. A representative of the Cape Cod center is willing to come and talk to the Committee.

The Chair mentioned that Medfield is planning a cultural center for the former hospital site; also Hopkinton is considering one. He asked if there is currently a place in town for artists to congregate, and it was mentioned there are some artists working in the Mill building. A theater group would also be a good addition for the Town. The Chair foresees the use of spaces on Route 109 when the construction is finished, with participation by local businesses. Other ideas were discussed. Ms. Kendall will continue her efforts collaborating on potential cultural/economic events and businesses.

Town Organization charts – Ms. Saint Andre reviewed three town government organizational charts with the Committee. Chair Peden asked if the charts could be linked on the Committee's website, Ms. Saint Andre will look into this.

Reports

Oak Grove Zoning Task Force

Member Varrichione, the Committee's liaison to the Task Force, reported that it met on August 8th. The Town's consultants presented a powerpoint with examples of what other towns have done in similar locations. The attendees then broke into two groups. Each group had a table-top map of the Oak Grove concept plan underlain with a map of Oak Grove as it currently exists. Each group decided how they thought best to design the urban renewal area. The two groups then came together to discuss what they had come up with. Both had similar layouts including a hotel in back; the frontage along Route 109 with entry and mixed uses; a residential neighborhood of around 100 units accessible to this area; and industrial and office mixed use further in the back on Trotter Drive. There was also a table with photos of different styles of architecture that each person could put stickers on as to whether he or she thought it appropriate for the area.

Ms. Saint Andre noted that the consultant is holding office hours Wednesday afternoon in Sanford Hall and invited members of the Committee to stop by.

She also reported that she attended the Economic Assistance Coordinating Council yesterday to express the Town's support for an application by Spencer Technologies for EACC tax incentives for the purchase and renovation of the Cybex property, which the EACC unanimously approved. Spencer Technologies is currently headquartered in Northborough, with facilities worldwide. It is looking to consolidate its headquarters and the work currently performed at its facilities in New Hampshire and Tennessee at the Medway property. It will have about 200 employees working at the Medway site.

Development Handbook

Ms. Doughty reported on her work to update and improve the Town's Development Handbook. Her background is in marketing and design. She stated that first we need to evaluate the current publication, and determine its purpose, is it current, is it speaking to the intended audience. The Town should have a style guide as part of the Town marketing and branding. The re-writing of the content will foster building relationships between the Committee and other boards. Members noted the current handbook is not user friendly. We want this to be the best representation of the Town. The Town should have a consistent visual system with colors, fonts, etc.

Ms. Doughty agreed to talk to the Town's Director of Communications (Ms. Johnston) about this. The Dedham Business Guide was used as an example of another possible approach.

Business Community Opportunity Development

The Chair reported that he, Mr. Di Iulio and Ms. Saint Andre attended the Medway Business Council fall barbeque yesterday. He wants the Committee to build bridges to the business community. The Committee can facilitate events such as cultural events to bring businesses together. Perhaps the Committee can work with the Medway Plaza owner to use any vacant stores. Mr. Di Iulio stated he has belonged to the Business Council for some time, and when he first joined there were more members. The new president of the Business Council has tried to bring important information to business owners, such as presentations on cybersecurity and the new tax laws.

Business Videos on website

Ms. Saint Andre reported that the Town's Director of Communications is working on producing short videos for the Town YouTube page promoting local businesses. Ms. Johnston hopes to complete one per month; so far there are new videos posted on Tim Rice Photography, Training for Warriors and others. Chair Peden asked if the Committee could have more input. Ms. Saint Andre will bring this up with the Town Administrator and the Ms. Johnston. Ms. Johnston is open to suggestions for businesses to be included in a video. Ms. Saint Andre has suggested O'Brien and Sons as one potential business for a video.

The Chair will meet with the Town Administrator to introduce himself and discuss ways of collaborating.

Other business

Mr. Knowlton talked about his analytic and statistics background, such as providing data, visualizing, and demographics. The Committee can access free data, put it into excel and simplify complex data. There is some economic data on website, Mr. Knowlton will look into accessing data and producing reports that can be posted on the website

Ms. Saint Andre mentioned that there is a vacancy on the Committee, if any members know a person who would be a good addition to the Committee and is interested, let the Chair know. The Planning and Economic Development Board is the appointing authority.

Approval of minutes:

On a motion made by Mr. Di Iulio, and seconded by Mr. Varrichione, the Committee voted unanimously by roll call vote to accept the minutes from July 19, 2018

Keith Peden	Aye
Deanna Kaiser Doughty	Aye
Jennifer Kendall	Aye
Rich Di Iulio	Aye
Anthony Varrichione	Aye
Hugh McKinnon	Aye
Zach Knowlton	Aye

Next meeting:

The next meeting will be Thursday, October 18, 2018.

Member Knowlton exited from remote participation.

Adjourn:

On a motion made by Mr. Di Iulio, and seconded by Mr. McKinnon the Committee voted unanimously to adjourn the meeting at 8:35 pm.

Respectfully Submitted,

Barbara J. Saint Andre
Director, Community and Economic Development

List of Documents Reviewed at Meeting

1. Photos of public art examples
2. Town organizational charts
 - A. Organizational Structure of Town of Medway
 - B. Boards and Committees
 - C. Organizational Structure of Medway Community and Economic Development
3. Town Development Handbook matrix
4. Dedham Business Guide