



Town of Medway
Economic Development Committee Minutes
Thursday, December 20, 2018
Medway Town Hall
155 Village Street
Medway, MA 02053

MEMBERS PRESENT:

Keith Peden, Chair, Deanna Kaiser Doughty, Vice Chair, Jennifer Kendall, Rich Di Iulio, Zach Knowlton and Paul Yorkis

MEMBERS ABSENT:

Anthony Verrichione

ALSO PRESENT:

Barbara J. Saint Andre, Director, Community and Economic Development
Michael Boynton, Town Administrator
Sandy Johnston, Town of Medway Communications Director
Wendy Harrington, Recording Secretary

Chairman Peden opened the meeting at 7:00 pm.

There were no public comments.

Chairman Peden spoke to the Committee and explained that Town Administrator Boynton was invited to attend to share his thoughts on the direction this group is headed. Town Administrator Boynton explained that the community wants to continue developing and keep businesses to help offset the tax burden. He discussed that the recent expansion at Exelon brought increased tax revenue, residential growth can also be positive development, the importance of maintaining growth and identifying redevelopment areas, and commercial growth.

Town Administrator Boynton asked what the Town can do to help the Committee, what would the Committee like to see, as well as the vision of the Town, including but not limited to the Town Administrator, the Director of Community and Economic Development or the Selectmen's visions. Who should the committee work with to bring the visions to life?

Town Administrator Boynton explained the role of the group is to develop the vision. There could be multiple visions for different areas including neighborhood opportunities. Knowing and understanding the community and understanding who the players are as well. He also informed that Committee that the Town will be seeking funds to complete an analysis of the Town's facilities.

Mr. Boynton spoke to areas in town that visions could be applied and explained a town wide feasibility study will take place in two years. "Just because it hasn't been done, doesn't mean it can't be done."

"When you try to drive change, you have to engage in the community and bring the appropriate players into the mix" stated Chairman Peden.

The proposed affordable housing projects, their challenges, and how the schools and infrastructure including water and sewer could be impacted were discussed at length. The Oak Grove area, potential for current residents to downsize and what opportunities are available for residents were discussed and how this group can help all those situations. What are the visions, how can we help and how do we implement the visions? It was noted that the Town has invested substantially in the improvements to Route 109 infrastructure.

Julie Dennehy was present as a member of the Medway Business Council. She offered suggestions from a public relations point of view.

Development Handbook:

Ms. Johnston presented an update on the Town of Medway Development Handbook. Three different concepts were reviewed as a starting point. Ms. Doughty and Mr. Peden talked about re-working different segments and changing the tone to be more inviting. Ms. Doughty has a strong sense of where the content should be, design is important; content speaks to the audience and is more important.

Ms. Saint Andre explained the current handbook is dense and difficult to use. After researching what other towns have, she believes the focus should be on small business and user-friendly documents. Content could include: How to open a restaurant or liquor store, how to get a permit, what you may need a permit for.

Ms. Johnston will rework based on input from tonight and will touch base with Ms. Doughty. Ms. Dennehy offered to help along with Medway Business Council. Ms. Dennehy suggested that the Committee speak to new businesses and ask for their input as to how the process worked for them.

Oak Grove Zoning Task Force:

Ms. Saint Andre updated the group and explained that Consultant Brovitz came up with a vision with a buffer for neighbors, mixed housing, retail, commercial and perhaps a hotel as part of the concept plan. The concept plan evolved into three zoning areas, residential, industrial and mixed

use to become Form Based Zoning. This plan will maximize the tax base as well. The next meeting of the Task Force will take place on January 3, 2019 when the Task Force will continue to go through the rest of the Bylaw and provide Mr. Brovitz with more feedback.

Chairman Peden spoke to the community meeting that was held by the Task Force and his thoughts on the opposition of some residents due to road congestion in the surrounding neighborhoods. He suggested members of this Committee engage in the community to help gain momentum to move the project forward and get results.

Business Community Opportunity Development:

Ms. Dennehy represented the Medway Business Council and offered an overview of how the MBC works in the community and how they can help the EDC moving forward. Ms. Dennehy talked to the possibility of a Grand Opening of Route 109, a party to celebrate in order to assist the businesses that were affected by the construction work.

Medway Business Council talked of hanging business banners along Route 109 on street light poles. It was suggested the Design Review Committee be involved in that phase, sponsors could be added if funding is an issue. Questions arose as to the end date for the Route 109 project, but all agreed a celebration should be planned. EDC and Medway Business Council should work together to start planning.

Use of Economic Data:

Member Knowlton reported that he met with Metrowest Economic Research Center at Framingham State, which prepares economic data and research for communities, and discussed the economic data to determine what could be displayed on the Town website. He suggested a time series and displaying how the community has changed over time. The information now on the Town website is the data that is free and readily available. For \$1000, a one-page document with customized information can be purchased. Mr. Knowlton will have a discussion with the professor who runs the program to decide what information should be included. It may also be beneficial to collaborate with other towns.

Cultural Council:

Ms. Kendall spoke to some ideas the cultural council is working on. They are looking into having the electrical boxes on Main Street painted, as well as holding an art week. Both are in very early planning stages. She also summarized the creative placemaking workshop sponsored by Metropolitan Area Planning Council (MAPC) that she attended. Ms. Dennehy and Ms. Kendall also discussed preparing a list of local artists.

The Committee members agreed it would be beneficial to set some goals at a future meeting.

Approval minutes: **October 18, 2018:**

On a motion made by Mr. Di Iulio, and seconded by Ms. Kaiser Doughty, the Economic Development Committee voted unanimously to accept the minutes from October 18, 2018.

Other Business:

- Mr. Yorkis advised Medway Pride Day will be May 18, 2019 and there will be a Children's Hospital Blood Mobile on site sponsored by Patriot Real Estate.
- The 2019 Meeting schedule was reviewed.

Next meeting:

- Thursday, January 17, 2019 at 7:00 pm.

Adjourn:

On a motion made by Ms. Kaiser Doughty, and seconded by Ms. Kendall, the Economic Development Committee voted unanimously to adjourn the meeting at 9:06 pm.

Respectfully Submitted,

Wendy Harrington
Recording Secretary

**Minutes approved 1/17/19