

EDC Work Plan January 31, 2012

EDC: Jack Russell, Sheila Clarke, Ben Yoder		EDC		Town: Jean Delios Peter Hechenbleikner, Jessie Wilson		
Meghan Young-Tafoya, Michele Williams, George Rio,		2012 Work Plan		BOS Liaison: Camille Anthony, James Bonazoli		
Michelle Ferullo, Maria Higgins, Karl Weld		1/31/12		Chamber Liaison:		
#	Current Projects	EDC	EDC members/ other parties	Project	Status	
	Tasks	Lead		Start Date		
				Due Date		
1	<u>Way-finding/Branding-Signage</u>	Ben	Meghan	6/18	In Process	Ben and Meghan followed up with Sen. Clarke's office and Senator Clarke's office is following up with Emmy Hahn and contacting the DOT.
	<u>Reading Business Map</u>	Ben	Karl			
2	<u>Facade Improvement Program</u>	Sheila	George	10/1	In Process	
	▶ Research and develop work plan					▶ Completed and updated
	▶ Work with peer on grant		Sharon DuBois			▶ Completed
	▶ Presentations for banks & businesses					▶ Completed initial conversation with banks, continued conversations with businesses
	▶ Brochure for businesses					▶ At the subcommittee meeting on 1-21, Mike Lafontant provided a draft of the brochure, as well as a rendering of the flat iron building. We discussed action items, the timing of the launch of the program and the process.
	▶ Design Charette					Michele emailed Jessie renderings to distribute to EDC.
	▶ PR for the project		Meghan			
	▶ Involve CPDC					
3	<u>Economic Development Review</u>	Jack	Russ, Pete, Jean	10/15	Complete	▶ Property owner list completed
	<u>New Crossing Road Development</u>					▶ Presented to BOS 9/20/11; follow up required
	▶ visit the area					▶ Massworks Infrastructure grants being researched.
	▶ develop a project plan					▶ Reaching out to Winchester Hospital
	Next step is to research ROW					
4	<u>Development Review Team</u>	Sheila	Jean		Ongoing	▶ Next DRT 1/25 for ballet studio at 32 Lowell St.
	▶ review the process and make recommendations					
	▶ request all DRT minutes which are business related					
			Maria			
5	<u>Downtown Improvement Trust</u>	Jack	Michele			
	Fall Street Faire					Michele shared final Faire Financials on 12/7/11. Financials need to be revised. Expenses were submitted without Michele's knowledge. The process need to be reviewed for next year.
	DSC money closure					Received a letter from Brad Latham and the Attny General advised that we need a full Form PC for the last 4 years (2007-2010) and a final form PCF for 2011. This is more work for John Crosby.

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7	Packaging all EDC initiatives for large grants/donations	Meghan	Ben, Maria		In Process	Ben Yoder, Maria and Meghan met on Oct. 17 for first packaging meeting.
8	<u>Streetscape Project and Haven St.</u>	Sheila	Michele			Wreaths and bows installed and look great!
9	<u>Farm Stand Expansion</u>	Michelle				
	<u>ONGOING</u>			Ongoing	Ongoing	
1	<u>Liaisons with other committees</u>	All				
	Chamber of Commerce meetings	Meghan				Construction signs approved by Town Meeting in November
	CPDC meetings, BOS	Sheila				
2	<u>Communication with Businesses</u>					
	Write about businesses	George	Maria	Ongoing	Ongoing	
	▶ Business of the Week-Advocate					Maria and Meghan will do an article for the newspapers about Harrows sign and storefront.
	▶ Shop Around the Corner-Chronicle					
	▶ Report business issues in FYI report					
3	<u>Apply for grants & corporate</u>					
	Peer review grant	Ben	Shelia	10/1		Preliminary meeting with Theresa Park on Dec. 6.
	DHCD grant	Meghan	Maria	Ongoing	Ongoing	Letter of support was sent 1/23/12 from Senator Clark, and Reps Dwyer and Jones for our Retail grant
5	<u>Further Education</u>					
	▶ Attend seminars	All	EDC members	Ongoing	Ongoing	
	▶ Read Downtown Idea Exchange newsletter					
6	▶ Conduct yearly progress reviews	Ben	EDC members	1/25	Yearly	Presenting to the BOS at 1/31/12 meeting
7	Sign Maintenance	Jean	Jessie	Ongoing	Ongoing	Master Signage Plan (2 Haven St)
	<u>Website-updates and maintenance</u>	Sheila		Ongoing	Ongoing	Changes to update the web site have been made.
	<u>Outbound Marketing</u>	Meghan	All	Ongoing	Ongoing	Meghan will get a script and outbound call status from Michelle Ferullo by the first week of Feb.
	▶ ideas for new businesses	George				Sheila will create a spreadsheet to track calls & progress Sheila will invite Jeremy Cryier to a future meeting.
	▶ match businesses to empty space					