

Economic Development Committee (EDC)

January 4, 2012 MINUTES

Members in Attendance: Sheila Clarke (Chair), Ben Yoder (Vice-Chair), Meghan Young-Tafoya, Michele Williams, Karl Weld, Maria Higgins, George Rio, and Jack Russell met in the Conference Room, Town Hall.

Members Absent: Michelle Ferullo.

Others Present: Jessie Wilson (Staff Planner).

Call to Order: There being a quorum the Chair called the meeting to order at 7:07 PM.

Other Business

- **Approval of the 12/7/2011 EDC Minutes**

On a motion by Ms. Williams, seconded by Ms. Young-Tafoya, the EDC voted to approve the minutes from 12/7/2011 meeting as amended. Motion carried 5-0-0.

- **CDPC Update.** Ms. Wilson summarized the CPDC minutes from the December 12, 2011 meeting. Calaresos has received their sign permit and construction is moving along. They expect to open in March- weather permitting. eCars returned to the CPDC for approval of a flagpole. The CPDC was concerned with the proposed lighting as well as lighting that was approved as part of the original Site Plan Review. Ms. Wilson explained that eCars was approved for the lighting, however one additional light was installed that was not approved. As such, they must present the CPDC with a photometric as-built by January 31st to ensure that the lighting installed does not exceed the photometric requirements that were approved as part of Site Plan Review. The Committee discussed ideas on how to prevent issues like this in the future.
Ms. Wilson provided an update on the Oaktree development at 30 Haven Street. The modular unit installation will be completed by the 3rd week in January. Modular units will be installed from Haven Street starting next week. There have been no complaints from businesses owners at this time. Mr. Rio indicated he saw a for-sale sign up at 306 Main Street, the Getty Gas Station.
- **EDC Budget 2012.** Ms. Clarke opened the discussion regarding the 2012 EDC Budget. She mentioned that she may be able to secure a lower estimate for the flower watering and would like to table the item to the next meeting. The Committee continued to discuss alternatives for the budget and whether they want to continue funding the flowers. Mr. Weld brought up the Façade Improvement project. He mentioned that there may be greater interest if more money was available for that project. Ms. Clarke suggested they continue funding the flower project for next year and if the community response is good, then they can decide later if they wish to fund the project in future years. The Committee discussed the recent donation of \$30,000 from the local Dunkin Donuts. It was suggested to investigate corporate funding opportunities. Ms. Clarke asked the Committee members if they had any other suggestions for the budget. Ms. Williams indicated that she would prefer the funds be allocated for additional projects and programs that do not involve strictly beautification efforts. Mr. Yoder presented a flyer example which identified businesses on a map. He suggested that the Committee create a flyer similar to the one he presented and supply it to the businesses around Town.

Ms. Clarke appointed Mr. Yoder and Mr. Weld to lead the subcommittee for the Reading Business Map Development.

- **Work Plan Update.** Mr. Yoder provided an update on the Wayfinding Sign project. He is evaluating other opportunities for signage throughout the Town. He is also working with Emmy Hahn on parking sign issues and anticipates a resolution with DOT soon.

Ms. Williams provided an update on the Façade Improvement Program. She received and distributed a survey from the Intern, which will be further discussed at the next scheduled

Subcommittee meeting, January 21, 2012. Ms. Clarke and the Committee discussed the next charrette that will be held for the business owners interested in participating in the program. The Committee members briefly discussed the plan for the presentation and marketing of the charrette.

The Committee reviewed the draft MDI grant for technical assistance which proposes to use the funds to create a retail and marketing program. Ms. Young-Tafoya and Ms. Higgins discussed draft with the other Committee members. Edits were made to the draft application and Ms. Young-Tafoya and Ms. Higgins agreed to work with the planning staff for finalization and submission to DHCD. The Committee expressed their support for the program.

Ms. Clarke discussed the annual update with the Board of Selectmen (BOS). The Committee agreed to be on the agenda for the January 31, 2012 meeting and they will work on a presentation.

***On a motion by Ms. Young-Tafoya, seconded by Ms. Williams, the EDC voted to adjourn at 9:03 PM.
Motion carried 5-0-0.***

*Respectfully submitted,
Jessie Wilson, Staff Planner*