



## **ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTES**

Thursday, November 3, 2011, 7:30 PM, Room 126 – Acton Town Hall

**Present:** Dick Calandrella/Full Member, Derrick Chin/Planning Board Rep, Nancy Dinkel/Chamber Rep, Jeoff Hall/Full Member, Harry Mink/Full Member/Clerk, Chris Pappas/Chamber Rep and Doug Tindal/FinCom Rep & Acting FinCom Chairman **Absent:** Ann Chang/At Large Member, David Clough/Selectman, and David Didriksen/Member at Large

**Quorum:** Yes

**Informal Comment Ahead of Meeting:** Harry M. reported that he'd just spent 2-hrs earlier today attending a mandatory "Conflict of Interest Seminar" presented by Mr. David Giannotti/Chief, Public Education and Communications Division, State Ethics Commission. The speaker was very knowledgeable and the materials very detailed, but in my opinion it was overkill for an EDC Committee Member. In Harry M.'s opinion, people's time spent there could have been effectively reduced to his 10-min opening remarks and the "Quick Tips" at the very end. (*When in Doubt...DON'T...If a bell goes off or a flag goes up...CALL 617-371-9500 or 888-485-4766 at talk to their on-staff Attorneys about your situation...AHEAD of DOING ANYTHING.*) Derrick C. and Chris P. also attended, but didn't comment as the formal meeting started.

**Public/Visitors:** None,

**EDC Meeting Called to Order:** 7:31 PM by Nancy D. who chaired the meeting

1. **Public Participation** – nobody from the general public was present
2. **Approval of Minutes** –Nancy D. asked about the Minutes of 10-20-11 and after a **Vote** these were unanimously approved by the EDC members present. **Action Item:** Harry M. to forward the aforementioned Approved EDC Minutes to [clerk@acton-ma.gov](mailto:clerk@acton-ma.gov)
3. **Discuss EDC Report for Town's Annual Report** – Nancy D. passed out copies of her Draft the 2011 EDC Annual Report and asked that members read the report, make notes and be prepared to discuss at the upcoming meeting; it was requested that an electronic version be sent out as well so that edits could be easily made and that members who weren't present this evening could also contribute. **Action Items:** Nancy D. to E-mail her Draft 2011 EDC Annual Report to **All EDC Members** for their review and feedback. Harry M. expressed frustration about the level of accomplishments he's seen while being both a guest and member of EDC since April 2011 and Doug T. and others explained that the EDC has no real power and can only attempt to influence those that do by gaining their trust and respect which takes time. It was noticed that David D. has been missing meetings and there was concern we might lose a direct representative of the Acton business committee. Doug T. mentioned Willa Breeze, the owner of Kitchen Outfitters and other businesses that seem to be expanding. We should get their views of Acton as a place to do business and their interest in serving on the EDC to effect positive changes.
4. **Planning Board input re Zoning Bylaws/EDC's suggestions to change** – Nancy D. said that the EDC Sign Sub-Committee met and came up with the following suggestions to be brought up in the April 2012 Town Meeting: 1) Change the fine language regarding Sign Law violations to ... "up to \$300/day." 2) Allow LED's (new lighting technology that's trending to replace incandescents) 3) Remove the \$10 fee charged for any date changes for temporary signs that occur during the year after a business pays its \$45 up-front fee and schedules its 45-days for the entire year (viewed as a nickel/dime annoyance to the businesses imposed by the town). **Action Item:** Nancy D. to discuss the \$10 change fee issue with Dave C. It was noted by Nancy D. and Doug T. that the issue of "grandfathered" signs is settled and EDC should not waste any time here. Dick C. suggested that the EDC Sign Sub-Committee and others should attend the upcoming HDC meetings on Signs (7:45 PM to 8:00 PM, Nov. 8<sup>th</sup> and 8:15 PM to 9:00 PM Nov. 22<sup>nd</sup>) **Action Item:** EDC Sign Sub-Committee to attend the upcoming November 2011



HDC meetings and if other EDC Members want to attend, so notify Nancy D., Dick C. and Ann C. so that if an EDC Quorum is met and/or exceeded an EDC Agenda can be generated in order to comply with the OML.

5. Update on Sign Bylaw Goal – Nancy D. referred to the specifics discussed above in Item #4.
6. Update on Electronic Business Directory – Jeff H. said that he's not made any progress and asked for a resend of the baseline data that had been previously collected. **Action Item:** **Dick C.** to resend the variety of business listing data that he'd collected to Jeff H. Nancy D. discussed her taking Mark Hald/Acton IT about putting up a Town Calendar that various groups could add events to for everybody to access. There was additional discussion and suggestions that any EDC member, who might be interested, make a list of the top 100 Acton businesses and contact them for feedback and Jeff H. said that he might consider this mission. **Action Item:** **Doug T.** to E-mail Nancy D. Stop & Shop contacts so that she could ask them about their plans for their K-Mart/McDonald property at the intersection of Rt-111 and Rt-27. **Action Item:** **Chris P.** to check to see if the current Commercial Databases that he has access to might be able to generate a report that might be useful to EDC and Jeff H.
7. Update on Marketing Survey – Doug T. again suggested that EDC recruit and identify another marketing resource other than Leigh Davis-Honn as she is being tied up with work on other projects; Doug suggested we request that Leigh Davis-Honn give that person and/or the EDC a data dump on where things currently stand and what she would recommend going forward. **Action Item:** **Nancy D.** to discuss the issue with Leigh and invite her to our next EDC meeting if appropriate.
8. Upcoming Scheduled Meetings – 7:30 PM in Room 204, Acton Town Hall: 11-17-11, 12-1-11 and 12-15-11 at the Acton Town Hall. Dick C. talked about the

**Adjourn** – The EDC Meeting was adjourned at/around 9:12 PM.

**Next Regular EDC Meeting** (7:30 PM, November 17, 2011 in Room 204 Town Hall)

Minutes respectfully submitted by: Harry A. Mink, Clerk of EDC