

# ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTES

## TOWN OF ACTON, MASSACHUSETTS

Thursday, August 2, 2012 – 7:30 pm – Room 204 – Acton Town Hall

### **(MINUTES APPROVED SEPTEMBER 6, 2012)**

**PRESENT:** Nancy Dinkel / Doug Tindal / David Didriksen / Derrick Chin / Dick Calandrella / Jeoff Hall / Dave Clough

**ABSENT:** Chris Pappas / Ann Chang / Larry Kenah (prospective member)

**GUESTS:** None

**QUORUM PRESENT:** Yes

Meeting called to order at 7:30 p.m. by Nancy Dinkel (Chair)

# --- **Public Participation** --- None

# --- **Approval of Minutes from July 19, 2012** --- Approved

Minutes from July 2, 2012 meeting awaiting review & approval

# --- **Planning Board & Sidewalk Sales** --- Derrick Chin presented for discussion a copy of Article ZA # of the Planning Board document entitled “Amend Zoning Bylaw Outdoor Retail Sales” for discussion. There was a question about items displayed under a canopy, and was this okay? Doug Tindal suggests a trial period be permitted. Dick Calandrella asked “what new language is in this current draft?” David Didriksen suggests using the existing bylaw & deal with each business on its own merits. Derrick is asked to take 3 questions back to the Planning Board: (1) “What’s new?” (2) “Explain under canopy?” (3) “Would experimentation be permitted?” And, a general question about “What problem(s) are we trying to solve with this new language?”

# --- **Updates on Marketing Survey/Process** --- Nancy Dinkel hands out draft copy (V1.0 dated 4/20/12) for a confidential document entitled: “Acton EDC Survey of Businesses” which contained 22 questions. Dick Calandrella asked if the EDC wanted to coordinate with the Middlesex West Chamber of Commerce (MWCO) for other possible questions and also use of their mailing list? It was also asked if a “cover letter” existed for mailing along with these questions?

There was much discussion about the order of the questions on the form, and whether the business contact information be placed at the beginning or the end. Doug Tindal suggested that the survey results be “shared” with each business, and that a box be checked “Yes” if they do. David Didriksen suggested a question about “how is your business relationship with the Town of Acton” with a 1-10 response range.

Edits were suggested to Questions 13 / 14 / 18/

Dick Calandrella asked a general question for discussion: “Does the EDC want to be a sounding board for businesses in Acton?” --- Consensus was: Yes.

**ACTION** --- Doug Tindal will see if a “covering letter” already exists from earlier documents.

**ACTION** --- Nancy Dinkel and Dick Calandrella to meet with MWCOG Chair Sarah Fletcher and invite her to one of the next EDC meetings.

# --- **Review Ease of Doing Business** --- Derrick Chin will add words to Section 6 of the document (Draft 2) entitled “Process for Obtaining a Business Sign” which will be discussed as part of the Agenda of the Historic District Commission (HDC) meeting on Tuesday, August 14, 2012 at 8:00 p.m. in Room 121 at Acton Town Hall

**ACTION** --- Derrick Chin will send out new draft of document “Process for Obtaining a Business Sign.”

# --- **Updates on Electronic Business Directory** --- Jeoff Hall agrees to keep data up to date in this Directory. He will also meet with Acton IT Director Mark Hald.

It was noted that the Town of Bolton has a “great” EDC Web site.

**ACTION** --- Jeoff Hall will E-mail the latest version of the “Electronic Business Directory” to all EDC members.

# --- **Upcoming Scheduled Meetings (2012)** --- August 16 / September 6 & 20 / October 4 & 18 / November 1 & 15 / December 6 & 20.

**MEETING ADJOURNED:** 9:25 p.m.

Respectfully Submitted,

Dick Calandrella, Vice Chairman (Acting Clerk)