

Economic Development Committee - Minutes June 3, 2010

TOWN CLERK, ACTON

Acton Town Hall
Room #204

Attending: Doug Tindal (chairman), Dick Calandrella, Joe Ianelli, David Didriksen,
Nancy Dinkel, and Chris Pappas

Meeting called to order at 7:20 PM

I. Open Mike
No issues were brought up.

II. Current Issues –Discussion

Phase I – Citation Review Panel

It is the EDC's understanding that the Town's Legal Counsel has sent out letters inviting the businesses with open citations to a meeting of approximately thirty minutes. In addition, there will be a press release for all existing businesses to come and talk to the citation review panel.

Dick has drafted a letter and is awaiting input from rest of the committee, Town's Counsel and Town's Manager. Nancy has sent along her edits to the draft. Dick was looking for input from people as soon as possible, so that he may present the draft to the Town Manager for approval and signing off the draft.

Phase II – By-Law Review and Enforcement Process

There is a framework of enforcement under the Signage By-Law ordinance. Doug summarized the EDC's position as, "the EDC cares about its constituents and would like to see everyone out of the meat grinder."

Members were concerned and questioning what the Town Counsel's fees would end up costing the Town.

Joe suggested that we take a strategic view for more effectiveness and to look at the big picture. The EDC was made aware of the signage By-Law citations in March to individual businesses.

Phase III –

Development of 'How To' Pamphlet/Brochure:

The EDC understands that the creation of a sign brochure, written by the Town, is imperative to assist constituents in complying with the signage By-Law.

Public Relations, Letters to Cited Business owners & Business Community:

David felt that even with the letters that will be sent to constituents, running their daily businesses will not afford them time to set aside to come to the meetings. Dick would like for the EDC to see the final letter before they are sent out.

Members were questioning the revenue stream from the signage.

III. Demographics Team

Dick provided us with a, “draft template” of the Database Inventory. Dick is hopeful that he will be able to get additional information from the Town’s planners collaborative.

IV. Marketing Team

David’s committee will be looking to coordinate with Lee. The Chamber of Commerce had created a survey to be sent out.

V. New and Existing Support Team

Chris provided us with a Vacancy Rates in the Town of Acton.

VI. Path Forward

Doug suggested that we create a, “bring a buddy program.” To bring additional people to our meetings that may assist us in the future.

The minutes from May 20, 2010 were approved with corrections.

The next EDC meeting will be 6/17/10

Motion to Adjourn, Dick Calandrella, Nancy Dinkel, Second the Motion.

Meeting Adjourned at 9:00 PM.