

**Medway Economic Development Committee
Medway High School – Room 138
88 Summer Street**

June 27, 2012

ECONOMIC DEVELOPMENT BOARD MEMBERS PRESENT:

Ray Himmel, Ann Sherry, Chan Rogers and Ken Bancewicz

ABSENT WITH NOTICE: Paul Yorkis

ABSENT WITHOUT NOTICE: James Byrnes

ALSO PRESENT: Susy Affleck-Childs
Amy Sutherland, Meeting Recording Secretary

Chan Rogers was introduced as the new representative on the EDC from the Planning and Economic Development Board. Andy Rodenhiser decided to step away for awhile; Andy still serves on the PEDB and is its chairman.

FY 2013 Budget:

The Board is in receipt of the worksheet from Susy Affleck-Childs dated June 19, 2012 entitled FY 13 Medway Economic Development Budget. **(See Attached)**

The Medway Economic Development Budget for FY 2012 is \$59,860.00.

After review the Committee recommends that the Economic Development Specialist salary be revised from \$40,000 to \$26,000. This is for a 19 hour/week contract position.

The benefit line item will go from \$2,400.00 to \$1,560.00.

The consulting/contracted services line item will go from \$15,000 to \$14,500.

The professional development line item will go from \$500.00 to \$2,000.

Books/Resource materials will go from \$200.00 to \$290.00.

The travel budget will go from \$500.00 to \$800.00.

The printing budget will go from \$250.00 to \$500.00.

The business development budget will remain at \$500.00.

The Board discussed adding money for office equipment. Computer, desk, and file cabinets would need to be purchased.

The office equipment budget will be \$5,000.00.

The EDC does not think there is any space at Town Hall to house this person.

Member Rogers noted that the Middle School should be set aside as a possibility.

Member Himmel agrees.

The challenge is this person will need to tie into the Town computer system if they are not located at the town hall.

The Board next discussed that renting a space for the hired person could be a possibility.

There were some suggestions for office space.

Possible Office Space:

- Steve Richardson may have some space next door to Town Hall. Ann Sherry will check.
- Another suggestion is the Senior Center.
- The Reardon Building on Main Street was another suggestion.
- Joe Griffith was also noted as a possible person to contact. He owns the Drybridge Crossing Building. There is a shared conference room.
- Another suggestion is the Medway Mills.

Member Rogers sees this hired person as a broker showing properties of Medway and this would require an office.

Ken wanted to know if there is someone in Town hall that is in charge of space planning.

Susy communicated that this is something that needs to be addressed directly with Town Administrator Suzanne Kennedy.

The budget and space should be presented separately to Suzanne.

The office supplies budget will go from \$300.00 to \$500.00.

The members recommended adding a line item in the amount of \$8,000.00 for rent.

On a motion made by Ann Sherry and seconded by Ken Bancewicz, the Economic Development Committee votes unanimously to endorse the budget as revised.

Chairman Himmel will contact Allison Potter to check on Suzanne's schedule.

Medway Economic Development Specialist:

The Board is in receipt of the summary of the overview of the Medway Economic Development Specialist position dated December 20, 2012. **(See Attached)**

The Committee also referenced the presentation document dated June 18, 2012. **(See Attached)**

The Committee agreed that the word *knowledge* should be replaced with the word *experience* and *success*. It was also suggested that there should be language added relative to sales oriented approach and an understanding of incentives and programs which the state offers.

The Committee discussed that the hired person will be taking direction from Suzanne Kennedy.

The Economic Development Committee will put together a packet for the Board of Selectmen prior to setting up a meeting.

The Committee was reminded that the BOS would like to see specific projects and activities to be accomplished.

The Committee does not want a person who works for another Town since they may not be an advocate for Medway.

It would be helpful if the person had a clear business and real estate knowledge.

It was recommended to add strategies to improve physical appearance and function of the commercial districts.

There needs to be a flow in the business planning.

The priority needs to be on proactive with something new.

Chairman Himmel would like to develop a theme and market the available sites for emerging business.

The Committee needs to identify the major industries we want the ED Specialist to focus on and possibly foster and use what we have.

Chairman Himmel noted that the town needs to be developed in a way that this is functional and there will be a flow created when new businesses are put in.

Member Sherry noted that the thought process and Master Plan was done and that exists for the

Town. She noted there is a concept plan for the redevelopment of Route 109.

There needs to be more discussion about uses in the business zoning districts. We can set a priority for the type of business we would outreach to.

Member Rogers recommended making the bottlecap lots more available and accessible. He sees the process being readily managed. There is no organized plan at this point but we do have nearby accessibility with 495, 126 and 109. We need to take advantage of what we do have.

He further noted that there is currently not an organized industrial area.

Persons Tasks:

Bottlecap Lots

The Committee would like the hired specialist to work on the Bottlecap lots. The idea is to take the forthcoming Oak Grove concept plan and get property owners and developers to buy into this plan. This plan is going to have some steps on what do we need to do. Ultimately, the Town must have some overall control of the land.

Year One Goals:

- Why Medway (create reasons Why?)
- What Resources are available in Town
- Rework the Website with good information
- Manage media relations

Zoning Changes:

Chairman Himmel will speak with Paul Yorkis about any Zoning change ideas he may have.

Susy noted that she feels there is a need for an administrative site plan review. This would include doing some of these things on a less complicated way. The changes would be minor. This would need to be defined. Any changes on the exterior trigger a public hearing now.

Member Sherry wanted to know at what point does a change require a major site plan change. Another question is who makes this determination.

The Committee notes that we need to build some more flexibility within the permitting process.

The EDC would recommend an administrative site plan review.

Zoning Ideas:

Parking

Site plan review for smaller projects
Rezoning

The Committee will work to finalize at the zoning ideas at the July 17, 2012 meeting. This will then be forwarded to the Planning and Economic Development Board.

News from Planning and Economic Development Office:

- Lawrence Waste Site Plan was endorsed by the PEDB on 6/26.
- There was an Interdepartmental Meeting on June 18, 2012 with Roger Calarese re: the evolving ideas for Tri Valley Commons. (Plan was shown). This was a productive meeting.

Ken Bancewicz reported that Keith Lawrence from Lawrence Waste had mentioned that he may be interested in serving on the EDC.

MINUTES - March 20, 2012:

The minutes from March 20, 2012 will be held to the next meeting.

May 22, 2012:

On a motion made by Ann Sherry and seconded by Ray Himmel, the Economic Development Committee voted unanimously to accept the minutes from May 22, 2012.

Next Meeting Date:

The Economic Development Committee will meet on July 17 2012 and August 21, 2012 at 7:00 pm.

ADJOURN:

On a motion made by Chan Rogers and seconded by Ann Sherry, the Economic Development Committee voted unanimously to adjourn the meeting at 9:00 pm.

Respectfully Submitted,


Amy Sutherland
Recording Secretary

Edited by,


Susan E. Affleck-Childs
Planning and Economic Development Coordinator

Medway Economic Development Specialist

SUMMARY - Provide professional, technical, marketing and administrative leadership to support the Economic Development Committee and the Planning and Economic Development Board to expand economic development in Medway

Develop and manage data bases of information related to economic development – inventory of sites, national and town census data and other community profile information.

Serve as liaison with various organizations including but not limited to 495 MetroWest Partnership, Medway Business Council, MetroWest Tourism, Mass Office of Business Development, and MassDevelopment.

Assist Medway Town personnel and volunteers to prepare grant applications directly associated with economic development opportunities.

Respond to inquiries from the general public, commercial/industrial brokers and regional and state economic development agencies regarding the current and potential availability of space, land, pad sites, etc. that may be available for lease or sale.

Develop marketing tools/products to promote Medway including maintenance of the economic development pages at the Town's web site.

Develop and maintain contact with existing Medway businesses to facilitate business retention and growth.

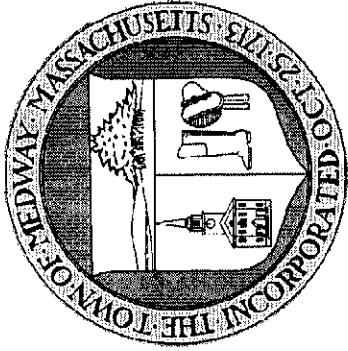
Provide a wide range of technical assistance to support the growth of existing businesses and the establishment of new businesses including assistance related to permitting, financing, job training, employee retention, etc.

Conduct studies to identify best use(s) for undeveloped land to maximize commercial tax revenue, then seek/encourage development in that direction.

Draft – December 20, 2011

Town of Medway

Economic Development Specialist



Economic Development Committee
Presentation to Board of Selectmen
18 June 2012

Questions Raised at Joint Meeting on 1-18-12

- **Should the position be filled by an outside firm or consultant?**
 - EDC 's initial position was to have an employee vested in and devoted to Medway's economic growth
 - Joint meeting resulted in a request to consider consulting firms
 - Initial teleconferences to identify potential consultant candidates
 - Special meeting to interview several local and national economic development firms with regards to development efforts
 - Committee determined that these firms are best suited for data search and distribution for competitive positioning
 - Medway has already initiated much of this research and has a good foundation for a plan
 - EDC's unanimous decision is to focus on hiring a part-time contract employee



Questions Raised at Joint Meeting on 1-18-12

- Could the position be a shared arrangement with another town?
 - Discussed in length
 - Felt to not in the Town's best interest
 - Competing entities
- **Who would the position report to?**
 - EDC recommends that the position reports to the Town Administrator
 - Where would this person reside/office?
 - How would this person interact with the EDC?
 - How would this person interact with Medway Planning and Economic Development Coordinator?
 - How would this affect SAC's role with EDC?

Economic Development Specialist

SUMMARY - The Economic Development Specialist works for the Town Administrator and is responsible for an array of activities that aid the Town of Medway in meeting its economic and community development goals. The duties may include but are not limited to managing data gathering and analysis, designing and implementing programs geared toward business attraction, retention or expansion, serving as liaison to neighborhood and business groups.

Requirements:

- Bachelors degree from a four year college or university with major coursework in city, urban or environmental planning, political science, public administration, architecture or related field and a minimum of 6 years experience.

Term:

- Contract Employee, 1 year



Economic Development Specialist

Experience/Knowledge/Skills:

- In depth knowledge of economic development and urban planning;
- In depth knowledge of public relations and marketing;
- In depth knowledge business attraction, expansion and retention techniques;
- In depth knowledge of urban design and planning;
- Experience with state and federal economic development programs and funding sources, the urban renewal process, environmental regulations, and real estate development and financing principles;
- Position requires the ability to communicate effectively orally and in writing with state and federal agencies, architects, contractors, developers, owners, supervisors, employees, and the general public.

Economic Development Specialist

Job Function

- Advocates for community investment and seeks private or public funding for improvements that foster business development, increase property values and enhance community character.
- Identifies policies, rules, laws and regulations that hinder economic development and offers creative alternative solutions to eliminate unnecessary or burdensome regulations to business.
- Works with Medway Business Council and other business groups to form alliance and strengthen the overall voice of the business community in Medway.
- Establishes and maintains relationship with current businesses to identify factors that hinder business growth and expansion then advocates for business at all town/board meetings and hearings when necessary. Provides early intervention and offers solutions to prevent possible business departures.
- Manages media relations to continually disseminate the benefit and necessity of economic development efforts in the community and to cultivate a pro-business environment where commerce can flourish.
- Actively engages local, state and regional economic development entities to identify and obtain resources and opportunities available to the town.

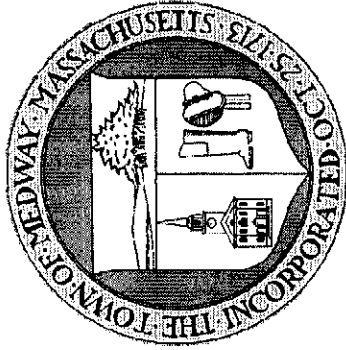
Hiring Process

1. **Identify Interview Team (June 18 BOS meeting)**
2. **Job description finalized (1 month)**
 - Review several descriptions from other towns for ideas
 - Contact 2-3 Towns for input
3. **Recruiting /Advertising (1 month)**
4. **Review Applicants and Select Candidates for Interviews (1 week)**
5. **Conduct Interviews (2 weeks)**
 - Initial round to identify 2-3 potential candidates to recommend to TA
6. **Second Round of interviews (2 weeks)**
 - 2-3 candidates
7. **Decision**
8. **Start Date**
 - Sept/Oct 2012

Questions and Answers



Town of Medway Economic Development Specialist



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