

**Joint Meeting
Medway Economic Development Committee
Medway Board of Selectmen
Medway Planning and Economic Development Board**

**January 18, 2012
Medway Senior Center
76 Oakland Street**

ECONOMIC DEVELOPMENT COMMITTEE MEMBERS PRESENT:

Ray Himmel, Ann Sherry, Kent Scott, Andy Rodenhiser, James Byrnes, Ken Bancewicz, and Paul Yorkis

PLANNING & ECONOMIC DEVELOPMENT BOARD MEMBERS PRESENT:

Andy Rodenhiser, Bob Tucker, Chan Rogers, and Karyl Spiller-Walsh

BOARD OF SELECTMEN PRESENT:

John Foresto, Dennis Crowley, Glenn Trindade, and Andy Espinosa

ALSO PRESENT:

Suzanne Kennedy, Town Administrator
Susy Affleck-Childs, Planning and Economic Development Coordinator
Amy Sutherland, Meeting Recording Secretary
Bruce Hamblin, 12 Crestview
Lisa Hofer, 2 Rockwood

The meeting for the Medway Economic Development Committee was opened at 7:00 pm.

The Economic Development Committee provided a PowerPoint presentation which is a collection of the work accomplished by the committee over the last two years. **(See Attached Presentation)**

The priority areas were narrowed down to six areas:

1. Marketing Collateral

- Finding and following up on key contacts
- Creating an overview of investment path
- Marketing what makes Medway attractive

2. Oak Grove Bottle Cap Lot:

- Reach out
- Identify real estate

3. Website Update:

- Establishing the right contact people
- Allow to interact with the committee
- Make the site interactive

4. Promote Externally:

- Making this a concrete investment opportunity
- Promote Medway to both State and Regional agencies

5. Promote internally

- Promoting business and assisting the businesses to stay in Medway
- If there are any issues get the information communicated quickly
- Visit the various businesses
- Provide Surveys to existing businesses along with finding out why some businesses left the town.

6. Improvement to Town Regulations:

- Look at the rules and regulations and the policies make easier to facilitate economic development
- Review the sign parking regulations.

Budget:

The group next presented a proposed budget for FY 13. The Committee would like to have a half time person on the town payroll to focus exclusively on Economic Development. The Committee looked at other towns, and many of those towns have a full-time Economic Development Director. This person could provide marketing to promote expanded development of Medway. This employee could research what is going on with economic development in other towns and see where certain properties might fit with the prospective business.

The selected person could complete the following tasks:

- Liason to various economic and regional agencies.
- Attend workshops and conferences.
- Write grants of private and public funding.
- Work with the subcommittee to improve the regulations
- Work with the business council
- Communicate with media & newspapers

The Committee proposes a part-time person possibly 19 hours a week. The Committee surveyed the salary and it ranges from \$45,000 -\$85,000.

The proposed consultant budget is \$15,000.

EDC member Ken Bancewicz communicated a past business opportunity on the land next to Cybex. This was not pursued and the business went to another town. Prospective businesses need to be followed up on.

Chan Rogers communicated that it would be beneficial to hire a firm to recruit these businesses. This is common in the south and west with Phoenix, AZ as an example. The Town does not have to hire an individual.

Andy Espinosa noted that we have to know the numbers. We have to quantify this further. He further asks, do we have the industrial land to make a difference and what is the maximum return on investment that might be possible.

Andy Rodenhiser explained that the bottlecap lot title research is almost done and the report will show the best use of the land. The permitting (zoning) in this area may need to change to make it easier.

Paul Yorkis communicated that as an EDC member it is also one of our responsibilities to keep the businesses here. There are businesses that may have the opportunity to expand. We need a mechanism to assist with this and create a data base and a library of information about our community, working with different boards and committees. There is an opportunity to expand the industrial and commercial portion in town.

Andy Espinosa asked how much land do we have to offer as commercial land. We must find this out. We must get out numbers in a quantitative sense. Without numbers, it is hard to determine why we may need a person on the payroll.

The EDC needs to get the numbers to explain the need and potential to the townspeople. We should put some numbers out there.

Kent Scott indicated that in order to promote this, we need a story that supports this position.

Andy Espinosa asked who would this person report to and how do we show accountability?

Chan Rogers responded that we must talk this through with an agenda in place.

The EDC does not decide who this person reports to.

Paul Yorkis stated that the Town cannot afford to not fund this and we cannot put this off.

Andy Espinosa responded that this must be quantified, there must be alternative ways to bring money into the town in without spending more.

Paul Yorkis responded that the seven members of the Economic Development Committee are unanimous that this needs to be done.

Kent Scott explained that the economic issues are always going to be there. It is like with all towns across the Commonwealth. The Town of Medway has said that they have wanted to be proactive on this for 10 years. The town is open for business, but we need to drive this and we are not promoting this. There needs to be a plan put in place now.

Glenn Trindade agreed that we need to do more and the town needs to have a point of contact. The number one drive for a business is to get a quick answer. If that answer is not available for the prospective business, they will move on to another town. An example of this was Verizon. This company wanted to lease property on Alder Street and the representatives met with the town and wanted a quick answer, but the past building inspector was the impediment to this business locating in Medway.

Andy Rodenhiser noted that it is not the responsibility of Susy Affleck-Childs to perform this task. This is not her skill set, she is not comfortable being a business promotion person.

Chan Rogers indicated again that the town needs to hire a firm and not a person.

It was suggested that a consultant be brought in for a year to evaluate how this may work.

Suzanne Kennedy explained that in one of her previous positions, there was a firm hired and two people handled the marketing and research along with providing networking capability.

Bruce Hamblin, 17 Crestview Avenue, shared that he is a retired planning director. He communicated that it is critical to have a person in place as the contact person. He suggested that a survey to the businesses be completed. It is important to figure out what brought the business to Medway. He further explained that it is important to know what are the positives and negatives of coming to Medway. It is also important to know if the potential business has expansion plans. The Town of Medway may have certain types of businesses that we want to encourage, but yet you may want to discourage others. Certain type of industries may not be desirable to the town. A survey would help to answer these questions.

Andy Rodenhiser communicated that we need to develop a plan for a return on investment, buildable potential, and what type of yield there is. Numbers need to be put in place.

Paul Yorkis indicated that the EDC can do the data analysis for the Finance Committee and the Board of Selectmen and provide it to them.

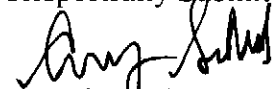
Chan Rogers explained that he would like to have a representative from a firm come and tell what they can do.

All members agreed that this was a productive meeting and it is a very necessary.

The Economic Development Committee thanked all for attending.

On a motion made by Ray Himmel and seconded by Kent Scott, the Committee voted unanimously to adjourn the meeting at 8:38 pm.

Respectfully Submitted,

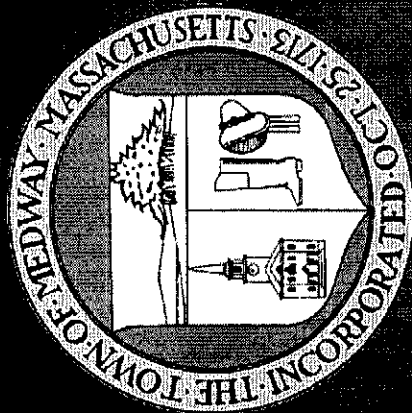


Amy Sutherland
Recording Secretary

Edited by,



Susan E. Affleck-Childs
Planning and Economic Development Coordinator



Town of Medway



Economic Development Committee
Presentation to Board of Selectmen and
Planning Board on 18 January 2012



Objectives

- Introduce team
- Outline/Discuss EDC Priorities for 2012/2013
- Propose 2013 Budget

Medway EDC Mission Statement

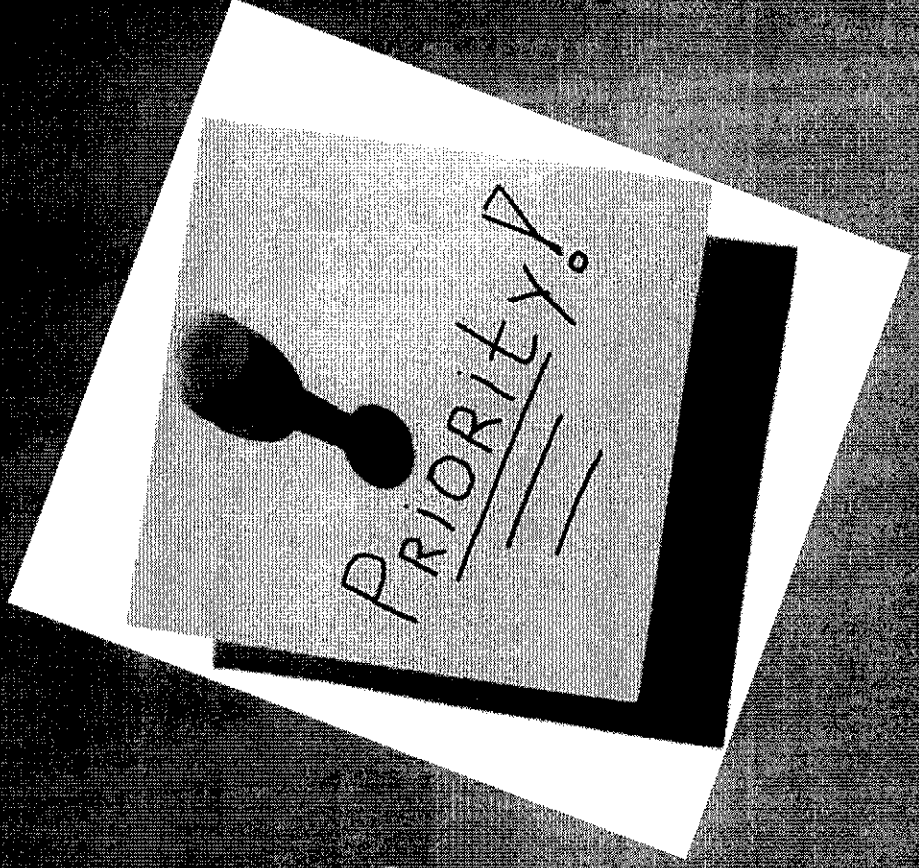
The Medway Economic Development Committee will work proactively to promote, encourage, and facilitate the development of responsible and properly planned business and industrial growth within the community in order to expand and strengthen the local economy and diversify the community's tax base.

Economic Development Committee

Member	Address	Description
Paul Yorkis	7 Independence Lane	Owner, Patriot Real Estate
Ray Himmel (Ch)	50 Cedar Farms Road	Waters Corporation, Milford
Kent Scott	14 Skyline Drive	Griffin Electric, Holliston
James Byrnes	21 High Street	Mass Technology Collaborative
Ann Sherry (V Ch)	2 Newton Lane	Charles River Bank, Medway
Andy Rodenhiser	104 Fischer Street	Owner, Rodenhiser Plumbing Heating and Air Conditioning
Ken Bancewicz	Non-resident	Facilities manager, CYBEX

Economic Development Committee

Priorities for 2011/2012/2013

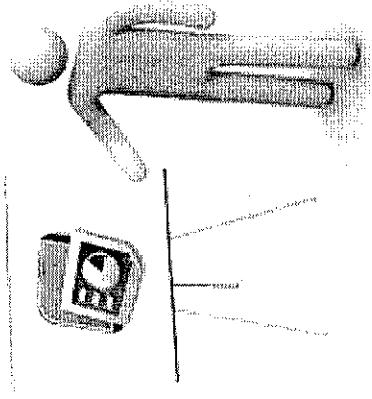




EDC Priorities

1. Marketing Collateral
 - Power Point Presentation
 - Brochure
2. Oak Grove Bottle Cap Lots
3. Website Update
4. Promote Medway Externally
5. Promote Medway Internally
6. Improvements to Town Regulations

Marketing Collateral



- Powerpoint Presentation
 - Medway's assets
 - Key Town Data
 - List of Commercial properties
 - List of Established Business and their trade
 - What makes Medway Attractive?
 - Key Contact (s) to Facilitate business in Medway (get things done)
 - Website for additional business and support
 - Tax Incentives
 - Brief Overview of a typical investment path into the town

Oak Grove Bottle Cap Lots

- Advocate/Plan
 - Site specific planning efforts that would improve and lead to more economic development on these lots
- Reach Out
 - To realtors and industrial developers for investment opportunities on the lots

Website Update

- Interactive website with key economic driver information
- Contact person to instigate a site selection process
- Ability to send an email to the committee or site selection

Promote Medway Externally

- Have a concrete investment opportunity to communicate
- Obtain a list of Industrial/Commercial Investors
- Promote Medway to state and regional economic development organizations
- Liaise with the Real Estate Community
- Develop an investment opportunity
 - Biotech Incubators
 - Mixed use Real Estate
 - Alternative Energy Lot

Massachusetts

It's all here.

Promote Medway Internally

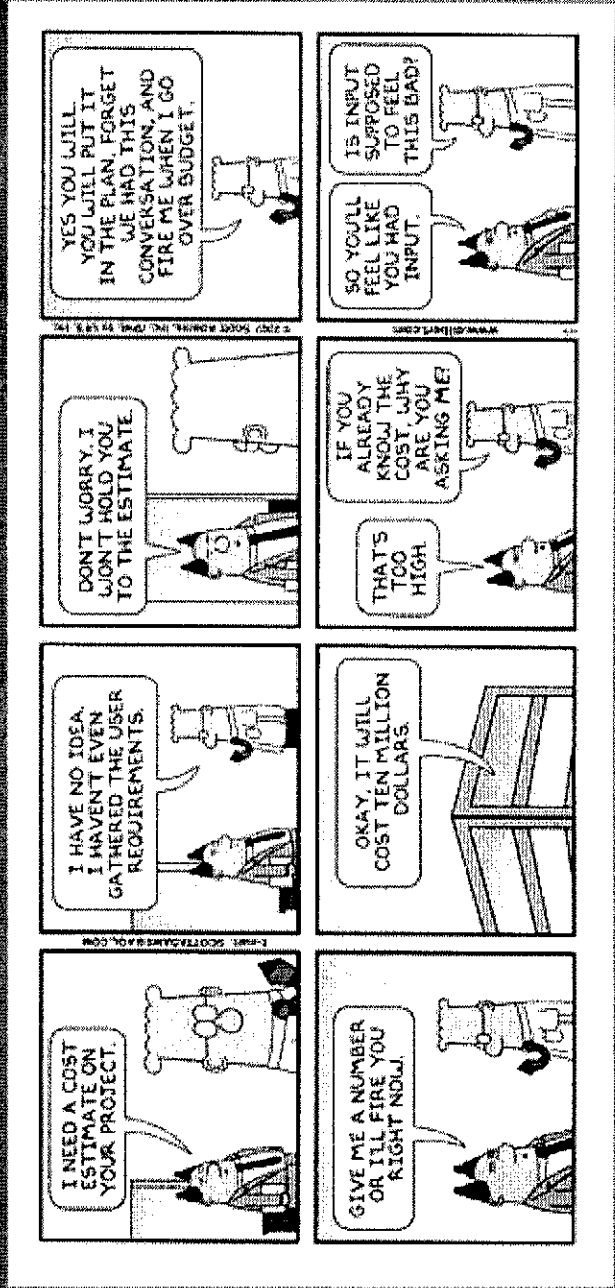
- Communicate group efforts to the town and business community
- Retain existing business base
- Meet with the current Medway business owners to increase communication
 - Arthur Roberts – Mass Office of Business Development
 - Visit existing businesses

Assignments

- Marketing Collateral – Ray Himmel, Ann Sherry
- Oak Grove Bottle Cap Lots – Andy Rodenhiser, Ray Himmel
- Promote Medway Externally – Kent Scott, Ann Sherry, Ken Banciwick, Ray Himmel
- Promote Medway Internally – Ray Himmel, Ann Sherry, Kent Scott
- Bylaw Improvements – Paul Yorkis
- Website Update – James Byrnes, Susy Affleck-Childs

Economic Development Committee

Proposed Budget for 2013



Economic Development Coordinator

SUMMARY - Provide professional, technical, marketing and administrative work to encourage economic development in Medway

- Conducts the research, analysis, and evaluation necessary to identify and encourage the best possible use of available commercial properties in order to maximize economic and community benefit.
- Actively works with owners of available properties to identify and understand market opportunities and associated values in order to encourage available properties to market.
- Works with property owners to insure available commercial properties are heavily and effectively marketed through all available channels.
- Serves as liaison with various economic development organizations (495 MetroWest Partnership, Medway Business Council, MetroWest Tourism, Mass Office of Business Development, MassDevelopment, Metropolitan Area Planning Council, Mass Alliance for Economic Development, Mass Economic Development Council, Mass BioTech Council, Massachusetts Executive Office of Housing and Economic Development, etc.)
- Networks with industry leaders and trade groups to identify growing companies seeking relocation or expansion.

Economic Development Coordinator

- 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.

FY 13 Budget for Economic Development		
Budget Categories	\$	Notes
Part Time Employee	\$ 30,000.00	Base Salary
Benefits	\$ 1,800.00	social security, medicare, unemployment compensation, workmen's comp = 6%
Consulting/Contracted Services	\$ 15,000.00	Includes services such as Dukakis Center, Ninigret Partners, BSC etc
Professional development - workshops, membership dues, subscriptions, etc.	\$500	Training
Books/Resource materials	\$200	
Travel	\$500	
Office Supplies	\$300	
Printing	\$250	
Business Development Expenses	\$ 49,050.00	

Questions and Answers

