

**Medway Economic Development Committee
Medway Town Hall - 155 Village Street
First Floor Conference Room
March 6, 2012**

ECONOMIC DEVELOPMENT BOARD MEMBERS PRESENT: Ray Himmel, Kent Scott, Ann Sherry and Ken Bancewicz

ABSENT: Paul Yorkis, James Byrnes, Andy Rodenhiser

ALSO PRESENT: Susy Affleck-Childs, Planning and Economic Development Coordinator
Amy Sutherland, Meeting Recording Secretary

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

Budget Discussion:

Susy Affleck-Childs reported that the Town Administrator has recommended putting \$20,000 in the FY 13 budget for the Economic Development Committee (as compared to the \$59,650 requested by the EDC). This will be added to Consulting Services within the PED budget. Susy noted that the Board of Selectmen wants to know how the \$20,000 would be spent. What would it be used for?

The Committee discussed that they need to go back and define the original proposed amount which was \$59,650.00. The Committee appreciates the \$20,000 but needs more for their longtime vision for the Economic Development Committee's work. There was discussion that the Committee needs to more clearly specify the use of the \$59,650.00.

Member Bancewicz provided at the last meeting information relative to an economic development consulting firm named Mount Auburn Associates. It was suggested to have this firm come in and present what type of services they offer. The Committee would like a cost estimate associated with the services.

There was another suggestion to go back and further define the three or four things that the Committee wants to achieve this year.

The Committee wants to go back and see if there is enough money for a part-time person. The part-time person may not give us what we are looking for. We need to redefine the roles.

The focus next moved to addressing what the Board of Selectmen has asked the Committee to do as far as defining why they need the \$59,650.00. The Committee wonders if they can get someone for \$40,000. The responsibilities of this person need to be defined. There was discussion that this person would answer to the Town Administrator.

There was a suggestion to put some money into marketing. One example would be for the Dukakis Center at Northeastern University.

Ray Himmel suggested that the Committee split into two efforts and answer the questions and go at it with an independent consultant and show both avenues.

Kent Scott responded that the Board of Selectmen they have asked us to do the first step of answering the questions. Second, look at what we can do with the \$20,000. We know that the Economic Development Committee will not get a person for \$20,000. We could come up with two or three resources. Then define what we want these people to do for us.

Susy Affleck-Childs added that this could be three or four contracted projects with a separate consultant for each.

There is a concern that the Committee may not see any measurable production within the next year. This is a challenge. There needs to be a viable solution. There is an expectation and the Committee will need to define as we go.

Member Bancewicz communicated that the Committee needs to know what we have for land worth. We need to know what product are we selling, and what is the best use of development. This needs to be defined. This needs to be figured out first. He noted the marketable properties are disappearing. There needs to be an effort with the owners of the property to market this land. This land is going to be developed, but how that is developed depends on the efforts of the EDC. One of the roles of a consultant or a part-time person would to have this person research what we have.

The Committee agrees that it may be worth speaking with Mount Auburn and ask them what type of services they can provide on a limited budget. Ray will make the contact and call.

Another discussion was about the maintenance of the signs at the Industrial Parks.

Susy Affleck-Childs communicated that the Committee could consider using the funds and do a nice sign at each of the two industrial parks.

Susy Affleck Childs communicated that she had conversation with Paul Yorkis who could not be at the meeting.

The following is how Mr. Yorkis would like to see the money spent:

1. \$5,000 Dukakis Center
2. \$15,000 consultants to build the website and database.

Susy Affleck-Childs also spoke with James Byrnes to see how he would suggest spending the money. He suggested the following:

1. Survey of local businesses. (The EDC felt that this can be done without hiring someone.)
2. Someone to identify grants (Town Administrator has this covered for grant writers).
3. Website improvements
4. Attend events and an agent for industry association groups.

Kent Scott thinks it would good to get two consultants in and measure the advice in a productive way. Review the cost estimates of their information.

Ray Himmel still thinks that the EDC should focus on the \$59, 660 and answer the BOS' questions and focus on that as a target and clarify the questions and hold tough with the requested money.

Anne Sherry asked where the amount of \$20,000 came from.

The Committee believes that the \$20,000 was just a suggested amount and that there was no discussion about how the Town Administrator came up with that particular amount.

Susy Affleck-Childs commented that could you get someone for ten hours a week. Is that worth doing?

The Committee next addressed the questions asked of the Board of Selectmen.

1. Will this be a shared arrangement with another town?
Answer: no
2. Who will this person answer to?
Answer: Town Administrator
3. Who will put together a database of companies or residents to be contacted?
Answer: hired person
4. What do you want to really want to accomplish?
Answer: Connections to industries that are relocating or starting up while identifying the client base who want to utilize the space and also identify the market sector.
The Committee is clear that they do not want a planning firm, instead we a hunting firm.

It was further suggested to identify ten target sites and go hunt down prospective interested parties. This is about exposure and advocacy and getting the info out there about Medway.

At the EDC/BOS/PEDB joint meeting, Selectmen Foresto mentioned going to trade shows. The EDC does not believe we are there at this point.

The big issue is who these interested businesses will talk with when they call in. Another concern is who will screen these calls to recognize these opportunities which need to be acted on quickly. This is a question that needs to be answered. The interested party will want a name to contact and maybe someone to possibly meet on site. We need to have a person in town to do this task.

Member Bancewicz suggested again that the Committee pick five pieces of land in town and speak with those owners and possibly market these pieces. We need to know what we have. He also communicated that having someone from the EDC interact with prospects is different from having a trained consultant. We need someone to do this. The EDC does not need any money to speak with the landowners; the EDC could do this now.

Chairman Himmel suggested that we acknowledge the \$20,000 recommended by the Town Administrator to the Board of Selectmen but continue to present a budget for the \$59,600.

Susy Affleck-Childs reminded all that any further work on the budget will need to be done within the next two weeks. She will come up with a tentative date for further conversations with the Board of Selectmen.

Chairman Himmel will work on the putting together the budget numbers and clarifying how the \$59,650.00 could be used.

Minutes:

The meeting minutes from January 4, 2011, November 15, 2011, and January 30, 2012 will be held until the next meeting.


Adjourn:

On a motion made by Kent Scott and seconded by Ken Bancewicz, the Committee voted unanimously to adjourn the meeting at 8:45 pm.

Future Meetings:

- **Tuesday, March 20, 2012**
- **Tuesday, April 17, 2012**

Respectfully Submitted,


Amy Sutherland
Recording Secretary

Edited by,


Susan E. Affleck-Childs
Planning and Economic Development Coordinator