

**Town of Medway
Economic Development Committee
Monday November 23, 2015
76 Oakland Street
Medway, MA 02053**

PRESENT:

Paul Yorkis, Eric Arbeene, Ken Bancewicz, Scott Habeeb, Hugh McKinnon and Keith Peden.

ALSO PRESENT:

Stephanie Mercandetti, Director of Planning and Economic Development
Amy Sutherland, Recording Secretary

NOT PRESENT:

Andy Rodenhiser, Alissa Rodenhiser, Tina Chemini and Chan Rogers

The Chairman opened the meeting at 7:12 pm.

Ray Himmel introduced himself and indicated that he was a previous member of the Economic Development Committee and now serves on the Medway Redevelopment Authority. He is still interested in promoting the businesses in Medway. He thought it would be beneficial for the Economic Development Committee to hear about what the company Cidewalk does in regards to promoting small businesses.

Cidewalk:

CEO of Cidewalk, Venkat Kolluri was introduced. He explained that Cidewalk Inc. is located in Southborough, MA. His company is a mobile advertising platform that helps small business owners promote their businesses locally, generate email leads and integrates these leads directly into their constant contact email system. He is visiting with surrounding Economic Development Committee to inform them about his company. This is an application that connects small businesses with tools and services that enable them to work faster and make smarter marketing and business decisions. The business owners will be able to generate email leads via mobile advertisements. The goal of this is to promote local business. The workshops he provides give small business owners tangible results for online marketing campaign. It is affordable and easy. He would like to talk with local business owners to discuss what is working in regards to their access in the web through mobile websites and how they are getting the word out for marketing. Mr. Kolluri has reached out to Lieutenant Governor Karyn Polito and she is supportive of this initiative. His idea is to meet on a monthly basis with the local businesses and aligned with the goal of an EDC with the business community to connect new business ideas and techniques. This could be done on a regional level. The towns of Westboro and Southboro have joined forces.

Ray Himmel responded that this is a great tool to bring to the businesses. It is a way to build a Relationships with businesses. It was suggested to bring in businesses to a meeting to discuss challenges and successes.

Stephanie communicated that we need to always bring resources to businesses and be a conduit of information.

Town of Medway Zoning Map:

The members are in receipt of the Town of Medway Zoning Map dated July 9, 2015. The Committee had a brainstorming session.

Ideas from brainstorming session:

- Welcome “high end” restaurants.
- Create walkability for pedestrians/pocket parks
- Need to have convenient shopping but encourage specialty shops (ex. Shirt shop)
- Reevaluate zoning (density)
- The entrance to Medway should be aesthetically pleasing.
- Have a destination spot in Medway (from the past Milk Farm eggnog/milk, Tri Valley Sports.
- Create diversity of housing.
- Make permitting for businesses easier.

Minutes:

October 26, 2015:

On a motion made by Hugh McKinnon and seconded by Keith Peden, the Economic Development Committee voted unanimously to accept the minutes from October 26, 2015 with noted revisions.

Proposed Meeting Dates for 2016:

The members are in receipt of a hand out with the proposed Economic Development Committee meeting dated for calendar year 2016. The meetings have been scheduled for the 7:00 pm on the second Wednesday of each month.

Future Meeting Date:

- **Wednesday January 13, 2016.**

ADJOURN

On a motion made by Hugh McKinnon, and seconded by Keith Peden, the Board voted unanimously to adjourn the meeting at 8:35.

The meeting was adjourned at 8:35 pm.

Respectfully Submitted,

Amy Sutherland
Recording Secretary
Approved