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**Economic Development Committee
Meeting Minutes
July 14, 2010**

Attendance: Amy Frankel Nau, Marlene Weintraub, Sam Potter, Colleen Sheehan, Nick Willard, Julieann Rainville, Rebecca Stanizzi, Robert Lentz, George Uveges

Also Present: Town Planner Sarkis Sarkisian

Sarkis Sarkisian called the meeting of the Economic Development Committee to order at 7:05 p.m. in the Selectmen's Meeting Room and reviewed the following agenda:

AGENDA

- 7:00 Call to order
7:05 Public comment
7:10 Elect Chair and Vice Chair.
7:20 Review and update new web site for Town and Economic Development .
7:30 Assign the following tasks to groups of 2-3 members.
- Develop marketing plan for Wayland.
 - Update Welcome to our Town -
 - Create a Land Use Permitting Guide
 - Review commercially zoned properties for adjustment to boundaries and uses
 - Review proposed LEAD By-Law
 - Review Conservation regulations.
 - Finnerty's Site/Town Center and Lee's Farm
- 8:45 Adjourn.

Public Comment: Linda Siegel requested meeting material or copies of hand outs are available for the public.

Elect Chair- C. Sheehan made a motion to elect J.Rainville Chair of the Economic Development Committee to June 30, 2011.

Seconded by N. Willard.

Vote all in favor 9-0

Elect Vice Chair C. Sheehan made a motion to elect N. Willard Vice Chair

Seconded by J. Rainville

Vote all in favor 9-0

Assign tasks to groups of 2-3 members. S. Sarkisian went through the “Welcome to our Town” guide book that was developed 9 years ago and has not been updated. He explained that it is something that should be updated. He also described the Town of Lincoln Land Use Permitting Guide that was developed in 2009 and is something that Wayland should provide.

J. Rainville stated that maybe it is something that could be part of the Town’s website and to check if we already of various links to the material so that the Town would not be faced with the task of continuing to update.

S. Sarkisian explained and reviewed the already commercially zoned properties and described the draft LEAD district and concept.

J Rainville led the committee and charted the following information.

July 14, 2010 Meeting Notes

Mission: Increase Commercial Tax Revenue of the Town

- Discussion focused on how this is important and how improving the beauty of the town during this process should be considered.

Objectives:

1. Make existing 1.9% of commercial property more valuable.
 - a. Fill vacant properties
 - b. Develop “undeveloped” land in existing commercial zones
 - c. Facelift occupied properties (are there incentives that could be provided to do this?)
 - d. Question: How should vacant properties be addressed? Some towns tax them at different rates for example.
2. Increase commercial viability of the town
 - a. Create “overlays” for the town’s districts. These overlays would provide for higher density, better design to fit with the town’s desires and other guidelines
 - b. Create a Design Review Board to ease the pain for new business owners / developers in town
 - c. Work with Natick on the sewer system extension to the southern part of Wayland
3. Create a Communication plan
 - a. Make sure communicate to key stakeholders in the town what we are trying to accomplish

- b. Communicate with Boards and Committees
- c. Town Crier articles
- d. Others: SOS, WVN, Waycam, Mainstone
- 4. Perform market intelligence to be in tune with town / business owner needs
 - a. Create relationships with existing business owners
 - b. Become educated on SBA Mass Development resources and grants
- 5. Increase Commercial property available for town
 - a. This is not to become a major effort at this time. Really looking for low hanging fruit that might be an opportunity
 - b. Are there opportunities for town-owned land or landfill??
 - c. Is there an opportunity to expand space in some areas, like maybe near the fire station?? (Just a quick open point)

Assignments:

- 1. Make existing 1.9% of commercial property more valuable.
 - a. Fill vacant properties: Lead is to become informed on the following outstanding commercial properties and figure out if there is a way that we can be helpful in moving along occupancy.
 - i. Finnerty's – Sam Potter
 - ii. Town Center – Nick Willard, Amy Frankel Nau
 - iii. Lee's Farm – Colleen Sheehan
 - iv. Dow Site – George Uveges
 - v. Gas Station – J Rainville
 - vi. K. Barton Nursing Home – Sarki Sarkisian
 - b. Adopted under a for each property
 - c. Facelift occupied properties - M.Weintraub and R. Stanizzi
- 2. Increase commercial viability of the town (Overlays, design review, etc.)
 - a. Group formed to address: S. Potter, C. Sheehan, R. Stanizzi
- 3. Create a communication plan
 - a. Julieann Rainville to put together info on the EDC and a list of key contacts in this area
 - b. Nick Willard will work with Julieann on this
- 4. Perform market intelligence
 - a. This will be addressed more fully in subsequent meetings. A lot of work already out of the first meeting.
- 5. Increase commercial property available for town
 - a. This will be addressed more fully in subsequent meetings. A lot of higher priority items right now

Committee discussed the next meeting date for Wednesday August 25, 2010 at 7:00 p.m.
Wayland Town Hall.

Motion to adjourn the meeting at 9:20 by G. Uveges seconded by C. Sheehan all in favor 9-0.