

**Town of Wayland
Economic Development Committee
April 13, 2011
Meeting Minutes**

In attendance:

John Bladon
Amy Frankel Nau
Colleen Sheehan
Rebecca Stanizzi, Chair
George Uveges
Maxine Weintraub
Nick Willard
Sarkis Sarkisian, Town Planner, via phone (left at 7:30)

The Chair called the meeting of the Economic Development Committee (EDC) to order at 7:05 pm in the Town Planner's office and reviewed the following agenda:

- 1) Public Comment
- 2) Approve minutes of March 9, 2011 meeting
- 3) EDC 2011 Priorities
 - a) Improve existing commercial districts
 - i) Route 20 sidewalk improvements
 - ii) Tree plantings
 - iii) Adopt-a-Site program
 - iv) Alternative state, federal and private funding sources
 - b) Explore business overlay district
 - i) Next steps with Planning Board
 - c) Be a resource to encourage *well-planned* development
 - i) Review active developments status
 - ii) Sewer meeting
 - d) Explore targeted public/private development of town-owned land parcels to help offset upcoming Town capital improvements costs
 - e) Improve "brand identity" of Wayland
- 4) Outreach
 - a) Wayland Business Association
 - b) Planning Board
 - c) Board of Selectmen
 - d) Others
- 5) New Business

Notes:

- 1) Public Comment: None
- 2) Approve minutes of March 9, 2011 meeting: Motion to approve the minutes, as amended: S. Potter. Second: N. Willard. Approved 8-0
- 3) EDC 2011 Priorities
 - a) Improve existing commercial districts
 - i) Route 20 sidewalk improvements
R. Stanizzi and S. Sarkisian updated EDC members on the grant. Wayland did not receive funding from the Clean Air & Mobility program for the sidewalk

improvements, and discussion was held regarding the economic benefit of sidewalks. Because EDC members felt it would benefit businesses and residents alike, it was agreed that we would look into possible funding in FY12 from the capital improvements budget.

- ii) Tree plantings
R. Stanizzi and M. Weintraub are coordinating efforts to offer trees to property owners in commercial districts. EDC members will approach building owners/occupants with the offer and will facilitate necessary paperwork with the DPW
 - iii) Adopt-a-Site program
The status of the WWTP is putting the Adopt-a-Site program temporarily on hold, and due to the timing of assessments, it was determined that this isn't the right time to move forward with this initiative. However, EDC members can serve as a resource for businesses who wish to seek permission from ZBA for outdoor seating.
 - iv) Alternative state, federal and private funding sources
R. Stanizzi will keep the EDC abreast of future funding through the MassWorks Infrastructure Program.
- b) Explore business overlay district
- i) Next steps with Planning Board
C. Sheehan updated the Committee on the Design Working Group, whose charge will be to create design guidelines for the Town's commercial districts. Interested parties should submit a letter of interest by the end of May to the Town Planner.
- c) Be a resource to encourage *well-planned* development
- i) Active developments status
EDC members discussed Finnerty's and Lee's Farm, but neither project has an application before the town yet.
 - ii) Sewer meeting
Cochituate issues will take place as part of the Dudley Area Advisory Study.
- d) Explore targeted public/private development of town-owned land parcels to help offset upcoming Town capital improvements costs
EDC members recommend studying the land at the Septage Facility and DPW sites. Possible uses of this land include a recreation, private development and DPW. At present time, EDC recognizes that this parcel has unique properties making it suitable for public/private development. S. Sarkisian to obtain background documents; J. Bladon to discuss the creation of a subcommittee with Selectmen, to be comprised partially of EDC members, or to otherwise provide direction to proceed to investigate the parcel.
- e) Improve "brand identity" of Wayland
D. Watkins creating a wiki site to promote the business environment in Wayland, which hopes to foster additional economic development by attracting new businesses.
- 4) Outreach
- a) Wayland Business Association
 - b) Planning Board
 - c) Board of Selectmen
 - d) Others
EDC members recognized we should reach out to the Energy Initiatives Advisory Committee. Informal meetings with Wayland Business Association and Historic groups are ongoing.

5) Other Business

Next meeting scheduled for Wednesday May 11, 2011, 2010 at 7:00 pm at the Town Building, Town Planner's Office.

Motion to adjourn: G. Uveges. Second: S. Potter. Motion approved 8-0 and meeting adjourned at 10:15 p.m.

Minutes taken by C. Sheehan