

Committee Members

Khalid Abdi, Chair
Liam McDermott, Member
Richard Di Iulio, Member
Mark Schultz, Member
Cassandra McKenzie, Member
Jennifer Kendall, Member



TOWN OF MEDWAY COMMONWEALTH OF MASSACHUSETTS

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ECONOMIC DEVELOPMENT COMMITTEE

Minutes

Thursday, June 16, 2022 at 7:00 p.m.
Medway Town Hall – Sanford Hall
155 Village Street, Medway

Members Present: Khalid Abdi, Chair, Mark Schultz, Jennifer Kendall, Cassandra McKenzie

Members Absent: Liam McDermott, Rich Di Iulio

Also Present:

Barbara J. Saint Andre, Director, Community and Economic Development

Chair Abdi opened the meeting at 7:01 p.m.

New Business

Business Resource Guide: update on project and Discuss Donahue Institute Report

Ms. Saint Andre stated that she had forwarded the Donahue Institute Report “Doing Business in Medway” to the Committee members. The Committee discussed the Key Findings in the Report (page 5 of the Report), including the Suggestions made in the Report. Mr. Abdi agreed with the suggestion that the Town should provide resources in different languages to make them more accessible. Ms. McKenzie agreed that events and physical features can help attract customers to businesses. The members discussed the importance of placemaking resources for businesses. Medway Café outdoor dining is an example. Mr. Khalid asked about outreach to businesses; could the Committee help the Medway Business Council expand to more businesses. Ms. Saint Andre stated that the Town outreach includes social media and the website, and we send information to the MBC, which sends it to its members. The members thought that perhaps a promotion for MBC membership, such as one free year, might persuade more businesses to join.

Ms. Saint Andre then showed an example of the webpage that is being constructed, with a list of various organizations that can assist businesses (Appendix to the Report). Each organization has a listing including a link to its website, a short description, and contact information. She stated that there will be a button on the EDC webpage which will be a different color, and it will be grouped with other buttons on the webpage providing information for businesses.

Initiatives to assist local businesses

Ms. Kendall asked whether the Town can send out blasts to all town businesses on topics of interest, or a monthly update. Ms. Saint Andre stated that the Business Directory put together by the MBC has a list of pretty much all businesses in town. She is not sure if the Town can send an email blast to all those email addresses.

Reports

Update on Cultural Council initiatives and potential EDC involvement – Jennifer Kendall

Ms. Kendall mentioned the Pixie festival coming up, will be held at Choate Park on July 30th. Last year this was a popular event.

Master Plan update – Cassandra McKenzie

Ms. McKenzie stated that on June 13th the Master Plan Committee held a joint meeting with the Select Board and Planning and Economic Development Board to review strategies as part of Phase 3. There were many details discussed. Any comments on Phase 3 are due by the end of next week. She stated that the MPC includes a good cross section of the community. Mr. Schultz mentioned that it seems most of the people involved in the Master Plan are already involved as board members or ex-board members; how can we get more of the residents involved in this and town government in general? The members agreed it was difficult to get people involved. Ms. Saint Andre noted that the MPC did extensive outreach during the Master Plan process, including community forums, virtual events, attending town events, surveys, handing out flyers at the recycling center, etc.

Planning and Economic Development Board – Rich Di Iulio

Mr. Di Iulio was not present, so no report was presented.

Other business

The members noted that the Juneteenth celebration is this Sunday, Ms. McKenzie and Mr. Khalid stated they may attend and try to find out more information on how that event was put together. It was noted that this event is sponsored by a private organization, not the Town.

Approval of Meeting Minutes – May 26, 2022

On a motion made by Ms. McKenzie, seconded by Mr. Abdi, the Economic Development Committee voted unanimously to approve the May 26, 2022 meeting minutes.

Next meeting – Scheduled for July 21, 2022

On a motion made by Mark Schultz, seconded by Ms. McKenzie, the Economic Development Committee voted unanimously to adjourn at 7:52 p.m.

Respectfully submitted,
Barbara J. Saint Andre, Director
Community and Economic Development