



Town of Medway
Economic Development Committee Minutes
January 16, 2020 at 7:00 p.m.
Medway Town Hall
155 Village Street
Medway, MA 02053

MEMBERS PRESENT: Keith Peden, Chair, Rich Di Iulio, Mark Schultz, Cassandra McKenzie, Zach Knowlton, Vice Chair (Remote Participation)

MEMBERS ABSENT:

ALSO PRESENT:

Barbara J. Saint Andre, Director, Community and Economic Development
Katherine Mitchell, Recording Secretary

Chair Peden opened the meeting at 7:19 p.m., and Mr. Knowlton was contacted to participate remotely via speakerphone.

New Business:

Review of 2020 Short-Term Tactical Steps/Long Term Goals – Keith Peden

Chair Peden gave an updated version of the document to each member. He was concerned with the quantity of goals as the Committee may not have the capacity to accomplish all the goals. Chair Peden requested members to consider, between this meeting and next meeting, which goals they would enjoy participating in, and how the Committee can successfully work together on the goal.

Mr. Schultz suggested another short-term tactical step. He suggested better use of the resources that we have in Town by taking advantage of townspeople's skills. Mr. Schultz met with the Director of the Senior Center, Courtney Riley, who supported leveraging the people utilizing the Senior Center. Mr. Schultz suggested calling the program, "Neighbors Helping Neighbors". Build a database where people can search for a skill they are looking for, and list skills they might be offering. It could be available at a personal level or small business level. Mr. Peden questioned how we could link this to Economic Development? He asked Mr. Schultz to write a goal for it putting it into his own words.

Mr. Peden will send the master document to Ms. Saint Andre for amendments, wait for Mr. Schultz's addition, then the Committee can vote formally. Review of the final short term and long term goals will be put on the agenda for vote at the next meeting.

Matrix for updating website – Barbara Saint Andre

Ms. Saint Andre discussed an updated matrix sheet reflecting the information that is on the EDC webpage on the Town Website. The same format was used to match that of the 2017 matrix sheet, showing when the website should be updated. Ms. Saint Andre is only authorized for specific items within the webpage; excluding available land, CED Org. Chart, and Economic Data. Ms. Saint Andre discussed Medway's Director of Communications, Sandy Johnston, and her skills with social media. For example, Ms. Johnston ran a program over the holidays to help promote local businesses (12 days of Christmas). Each day highlighted a small business within Medway, extolling an act of kindness to the community, and the businesses discussed their commitment towards helping the community. Ms. Saint Andre and Chair Peden urged the importance of keeping the website up to date.

Use of Economic Data- Zach Knowlton

Mr. Knowlton has a request out with 495 MetroWest Partnership to discuss obtaining updated Medway data. Mr. Knowlton stated there have been changes within the company and believes this is the reason he has not received a response. Mr. Knowlton will be continuing the dialogue. He suggested reverting to other sources to see if there's similar partnerships with similar research, however, 495 MetroWest Partnership seems to be the most up to date and proactive. He will work towards something else in the meantime.

Outreach to owners of land available for commercial lease – Zach Knowlton

Members reviewed a sample email(or letter) drafted by Mr. Knowlton to potentially send to commercial land owners. Members also reviewed a snapshot of available commercial real estate from a link on the Towns website. After members reviewed the drafted email, Chair Peden questioned members to get input on whether anything was missing. Chair Peden questioned Ms. Saint Andre to see if her office could research the proper owners of the land prior to reaching out? Chair Peden and the Committee are supportive of the email.

Mr. Knowlton stated both content and delivery is important. He questioned whom the email or letter should come from. He would like the respect of a Town of Medway email. The Committee agreed best practice would be to send the email from Ms. Saint Andre's email, on Medway's letterhead, with Mr. Knowlton's signature on behalf of the committee.

Mr. Schultz questioned what might Charter Realty want from the Town of Medway and what do we want with collaborating with them? Mr. Peden suggested the Committee would like to engage and know the answer to some of these questions before the first meeting. What are we offering them? Mr. Knowlton stated a listening ear and assistance, these owners might not have a platform for that right now. Chair Peden and Mr. Knowlton suggested gathering facts and be ready to answer questions about the Town and the Committee. The Committee agrees that the email is a good idea, and a potential first contact as proof of concept would be with Charter Realty group, owner of Medway Commons.

Planning and Economic Development Board (PEDB) – Rich Di Iulio

Mr. Di Iulio explained that multiple projects are currently in process of decision:

William Wallace Village

Modification regarding marijuana facility at 2 Marc Road to mitigate odor and noise

Neo Organics – another marijuana growing facility next door at 4 Marc Road

Medway Plaza (Medway Place) – Site plan application pending. Miscommunication with engineers apparently causing delay

The PEDB is also getting ready for May town meeting with proposed zoning amendments. The Board received input from a member of the Board of Selectman who came to the PEDB meeting as an individual.

Some members expressed interest in attending the PEDB meetings, if they can make the meeting. Ms. Saint Andre suggested watching these meetings on television if committee members would like to go to the Planning and Economic Development Board meeting and cannot make it.

2019 Calendar Year Annual Report – Barbara Saint Andre

Ms. Saint Andre stated each year an annual report is completed to include members of the Committee and significant goals achieved throughout the year (for 2019 including Oak Grove Zoning & new Business Guide). Ms. Saint Andre explained the 2019 Calendar Year Annual Report will be submitted for the Town annual report.

Redevelopment Authority – Cassandra McKenzie

Ms. McKenzie attended last month's Redevelopment Authority meeting. She stated she is interested in the discussion and it was primarily around the Oak Grove re-zoning. Ms. Saint Andre stated the Authority is currently heavily involved in attempting to purchase land in Oak Grove for redevelopment.

Minutes Approval December 19, 2019

Mr. Knowlton noted one edit.

On a motion made by Rich Di Iulio; seconded by Cassandra McKenzie, by roll call vote; voted 5-0 to approve the minutes of December 19, 2019 with the modification presented by Mr. Knowlton.

Mr. Di Iulio	Aye
Ms. McKenzie	Aye
Mr. Peden	Aye
Mr. Schultz	Aye
Mr. Knowlton	Aye

Other business to come before Committee:

Mr. Schultz had a suggestion after reviewing Ms. Saint Andre's comparative statistics comparing Medway to other towns in the area. Mr. Schultz suggested this would be interesting information to the townspeople and believes it should be highlighted in the Town's website. Ms. Saint Andre seemed interested in the idea and is considering comparing Medway's data to that of surrounding towns.

Next meeting February 20, 2020

On a motion made by Rich Di Iulio; seconded by Cassandra McKenzie, the Economic Development Committee voted unanimously, by roll call vote 5-0 to adjourn at 8:19 p.m.

Mr. Di Iulio	Aye
Ms. McKenzie	Aye
Mr. Peden	Aye
Mr. Schultz	Aye
Mr. Knowlton	Aye

Respectfully submitted,

Katherine Mitchell, Recording Secretary

List of Documents Reviewed at the Meeting

1. Vision Statement/Mission Statement
2. Mr. Knowlton's email with attachments

Medway Economic Development Committee

January, 2020

Vision Statement:

To facilitate planned economic growth to reduce the escalating impact of supporting the community and its infrastructure by the residential tax payer.

Mission Statement:

To be a positive advocate for planned economic growth in Medway by being a proactive Committee that provides energy and focus on the topic and engages all stakeholders in the discussion.

Long Term Goals:

1. Grow Medway's Commercial tax base from the current 24% in 2019 to 35% in 2029.
2. Work to eliminate bottlenecks in the permitting process and become known as a business friendly community.
3. Engage the community in the discussion by enhancing the EDC website and communicating directly with other town Committees.
4. Identify funding sources that can be applied to the community's economic development.

Potential Short Term Tactical Steps for 2020:

1. Collaborate with other Medway Town Committees and the business community to support efforts to grow Medway's economic base (i.e. Oak Grove project, Cultural Council, Medway Business Council, Planning Board etc.).
2. Source, analyze and leverage economic, demographic and industry data from a variety of sources to enhance our decision-making framework while sharing relevant data on the EDC website.
3. Partner with commercial real estate agents, developers and asset owners to enhance our relationships and increase occupancy rates among open commercial space.
4. Develop a relationship with the owner of the Medway Plaza to develop a plan for further development of the space with enhanced occupancy.
5. Work with the new property owner to understand, partner and influence future plans for the development of the south side of Route 109 opposite Medway Plaza.
6. Develop an approach to a fall event that would draw people to Medway and stimulate the growth of our local Medway businesses (i.e. Oktoberfest in Medway).
7. Continue work with our Medway Communications Director to support an integrated communications plan that supports community engagement while marketing Medway as an attractive place to live and do business.
8. Be present at key Medway town government activities as a way to hear the voice of our citizens and to gain a directional indication of future needs of the community and its willingness to embrace change thru Economic Development.
9. Collaborate with the Planning and Economic Development Board and Assessors Department to systematically review parcels of land that could be developed to support the economic growth of our community.

Dear Mr. Zelson,

My name is _____ and I am the _____ for the Town of Medway's Economic Development Committee (EDC).

The EDC is interested in exploring ways we can partner together and brainstorm ideas to help Charter lease its open commercial real estate properties in the Town of Medway (i.e. Medway Commons on 65 Main Street) while ultimately helping Medway increase its commercial tax base. We are not a real estate broker, nor seeking monetary gains. We want to see our community prosper, while relieving the tax burden on our residents and are looking to partner with key constituents to better understand their goals to help achieve this task.

By way of background, the EDC works proactively to promote, encourage, and facilitate the development of responsible and properly planned business and industrial growth within the community in order to expand and strengthen the local economy and diversify the community's tax base.

If amenable, we welcome holding an introductory call at your earliest convenience to learn more about you and Charter. We thank you the business you have brought to Medway and we look forward to hearing from you soon.

Best Regards,

Xxx xxxx