

Committee Members

Zachary Knowlton, Chairman

Khalid Abdi, Vice Chair

Richard Di Iulio, Member

Mark Schultz, Member

Cassandra McKenzie, Member



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TOWN OF MEDWAY COMMONWEALTH OF MASSACHUSETTS

ECONOMIC DEVELOPMENT COMMITTEE

Minutes

Thursday, November 19, 2020 at 7:00 p.m.

Virtual Meeting via Zoom

Pursuant to Governor Baker's March 12, 2020 Order Suspending Certain Provisions of the Open Meeting Law, and the Governor's Orders imposing strict limitations on the number of people that may gather in one place, no in-person attendance of members of the public was permitted at this meeting. Information for participating via Zoom was posted at the end of the Agenda on the town website. All persons participated remotely in the meeting via Zoom

Members Present (virtually): Zach Knowlton, Chair, Rich Di Iulio, Khalid Abdi, Mark Schultz

Members Absent: Cassandra McKenzie

Also Present (virtually):

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

Katherine Mitchell, Recording Secretary

Art Prutsalis, Medway Business Council

Chair Knowlton opened the meeting at 7:02 p.m. Members announced themselves when the meeting began.

New Business

Assistance to business owners affected by COVID-19 emergency

Mr. Prutsalis from the Medway Business Council has spoken to some of the larger restaurants that serve the community, such as PJ's, Medway Café, & Restaurant 45. They are expecting to be curbside only very soon. Mr. Prutsalis confirmed that these restaurants are interested in some type of marketing campaign, similar to the 21 day dine around. Townspeople can submit their restaurant receipts to be entered into a raffle. Mr. Prutsalis mentioned this is likely something that the Medway Business Council could pay for with a budget around \$400 - \$500. Two restaurants mentioned the April or May timeframe. Mr. Prutsalis stated the restaurants are happy to work with us.

Chair Knowlton stated the next steps should be to determine how we will approach the project and begin execution. If this campaign goes well, there is a possibility to hold another event a few months after or the following year.

Mr. Di Iulio questioned if the campaign would still work if the restaurants do not have indoor dining. Mr. Prutsalis stated this should not be a deterrent as the restaurants are expecting to have to

go curbside. It would still be welcome and potentially generate more traffic. Mr. Prutsalis mentioned there are 26 restaurants in Medway. The goal is to promote business. The restaurants can put the campaign on their websites and possibly handout brochures to the customers.

Chair Knowlton mentioned it would make sense to do the 21-day event in January-February and then a potential Restaurant Week in the spring. Spring will allow outside dining again (hopefully). Mr. Prutsalis mentioned outside dining ended. Medway Café got an extension to take advantage of warm weather. Mr. Prutsalis questioned if there is a way to get information ahead of time regarding the outside dining restrictions. He was not sure if this was the governor's decision or the towns timeline. Ms. Saint Andre stated she believes that outdoor dining was extended by the Board of Selectmen; she will check with Selectmen's office and get back to members and Mr. Prutsalis.

Mr. Prutsalis will bring the ideas up to Ms. Dennehy of the Medway Business Council to do 7-day dining event in spring and 21-day event in January or February or vice versa and follow-up with members of the EDC.

Outreach to owners of land available for commercial lease

Chair Knowlton stated the commercial real estate is being challenged right now due to the pandemic. Chair Knowlton continues dialogue but not many businesses are looking to expand right now.

Central Business zoning district – input on potential Zoning By-law changes

Ms. Saint Andre mentioned consultant Ted Brovitz is meeting with business owners and landowners along Route 109 to gather information regarding the efforts to transform the stretch of Route 109 to make it more appealing. This is for zoning amendments for the spring town meeting. Ms. Saint Andre mentioned a Zoom meeting held with Ted Brovitz and representatives of various town boards including FinCom, etc, regarding public outreach and discussion to get their ideas. At the November Town Meeting, there were some minor amendments to the Central Business Zoning by-laws. Ms. Saint Andre stated the Planning and Economic Development Board is diligently working on this. There is no concrete proposal yet and they are still in the visioning stage.

Cultural Council and EDC involvement

Ms. Saint Andre spoke to Ms. Kendall, Chair of the Cultural Council. They were able to get in touch with someone at the Plaza who was receptive of the idea of murals or other art at the Plaza. The idea helps the artist and draws attention to the business.

Reports

Use of Economic Data

Chair Knowlton stated there was several meetings discussing the new data. The data came from two sources; 495/MetroWest Partnership and UMass Dartmouth. Chair Knowlton shared that it was decided to close the Center down at UMass Dartmouth. Chair Knowlton thinks it's a great report for local data and stated he is working towards meeting with them to get an idea of their plans.

Planning and Economic Development Board

Mr. Di Iulio mentioned they begin every meeting with Central Business District discussion. They currently have two active development processes with special permit applications; one is a multi-family

and the other is Medway Mills, looking to add parking. Mr. Di Iulio stated they are postponing Medway Place until the next meeting.

Minutes Approval October 15, 2020

On a motion made by Mr. Abdi; seconded by Mr. Schultz, the Economic Development Committee voted unanimously by roll call vote to approve the minutes of October 15, 2020.

Zach Knowlton	Aye
Khalid Abdi	Aye
Richard Di Iulio	Aye
Mark Schultz	Aye

Mr. Abdi mentioned a Board of Selectmen meeting he attended early November. During the meeting, an idea was proposed to create a Medway Diversity Committee. Khalid believes it would be beneficial to collaborate in the efforts of this new committee. Chair Knowlton agreed and recommended staying involved with that committee. Mr. Knowlton also mentioned the open positions on the EDC. He stated he is open to interview anyone with potential interest in the group. EDC wants continued diversity and different perspectives to help businesses within the community.

Ms. Saint Andre will share the Word version of the 2020 goals so the committee can review their goals for 2020. Ms. Saint Andre also mentioned she will follow up with Mr. Prutsalis to get clarification if the 21-day campaign is only for restaurants or other businesses in Medway.

Next meeting: December 17, 2020

On a motion made by Mr. Di Iulio; seconded by Mr. Abdi, the Economic Development Committee voted unanimously by roll call vote to adjourn at 7:50 p.m.

Zach Knowlton	Aye
Khalid Abdi	Aye
Richard Di Iulio	Aye
Mark Schultz	Aye

Respectfully submitted,

Katherine Mitchell, Recording Secretary

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